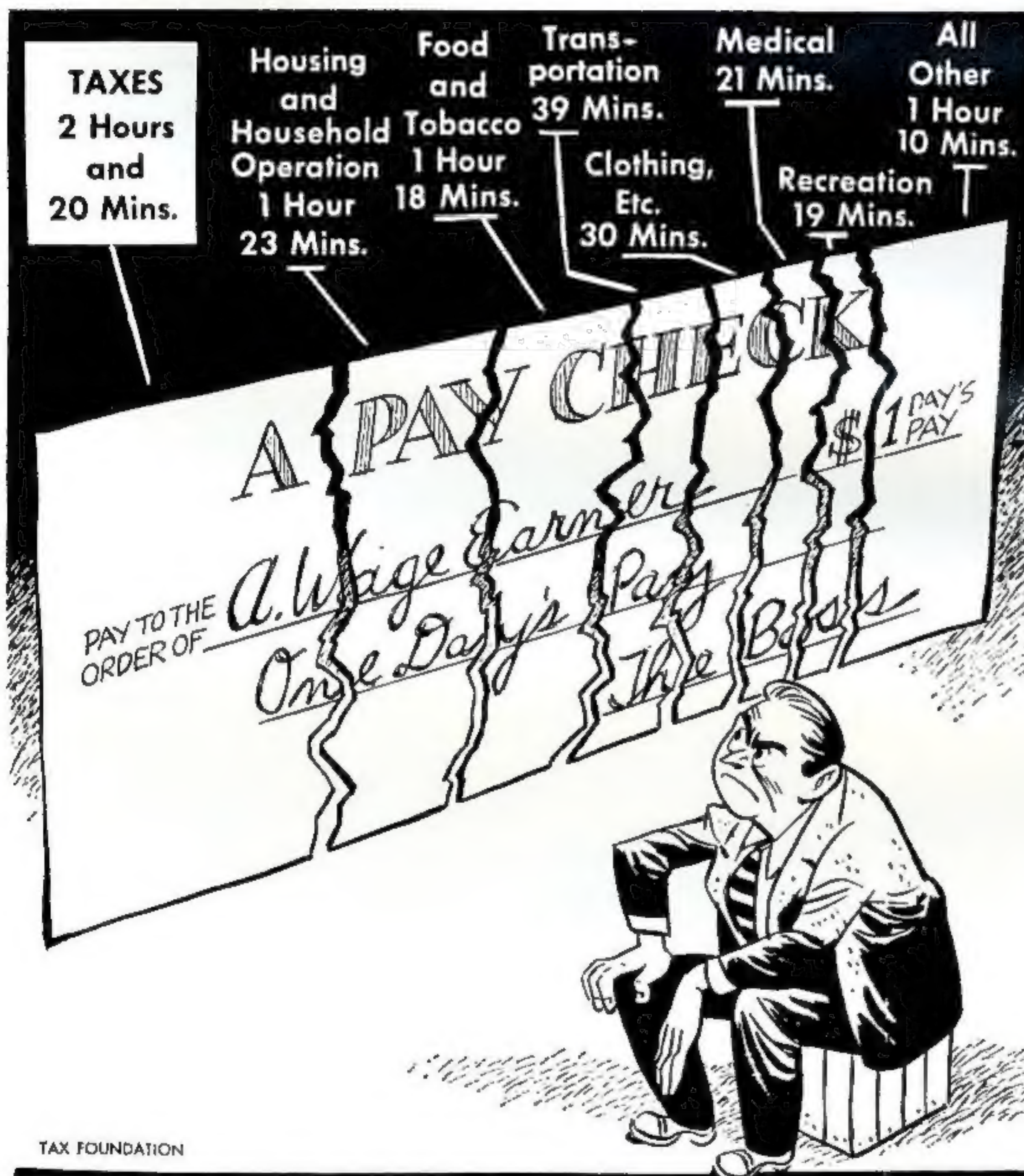


*Main
Talks*

GULF STATES UTILITIES COMPANY

JULY, 1965





THE FIRST BITE IS A BIG ONE. Americans work two hours and 20 minutes of every eight-hour day just to meet their Federal, state and local tax bills, as reported by Tax Foundation, Inc. This is more time than is required to meet any of the other costs shown in the cartoon above.

OUR COVER

PROGRESS continues on our Company's No. 3 unit at Sabine Station as attested by our cover shot of steel erection. In the foreground is a Stone and Webster Engineering Corporation construction survey crew staking an area that will soon become a part of the station's multimillion dollar expansion. Scheduled for commercial operation November 1, 1966, the new generator will boost Sabine's capacity to 900,000 kilowatts and send our system capability to over 2.5 million kilowatts.

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Member of Southeast Texas
Industrial Editors and Inter-
national Council of Inter-
national Editors.

Sabine Station Takes on New Look

As Steel for Number 3 Unit Goes Up

CONSTRUCTION activity proceeds at a steady clip on a flat expanse of land near Bridge City, Texas—the heart of the industry-dotted Golden Triangle.

It's at our Company's three-year-old Sabine Power Station, where more than 200 workers are busy with construction and

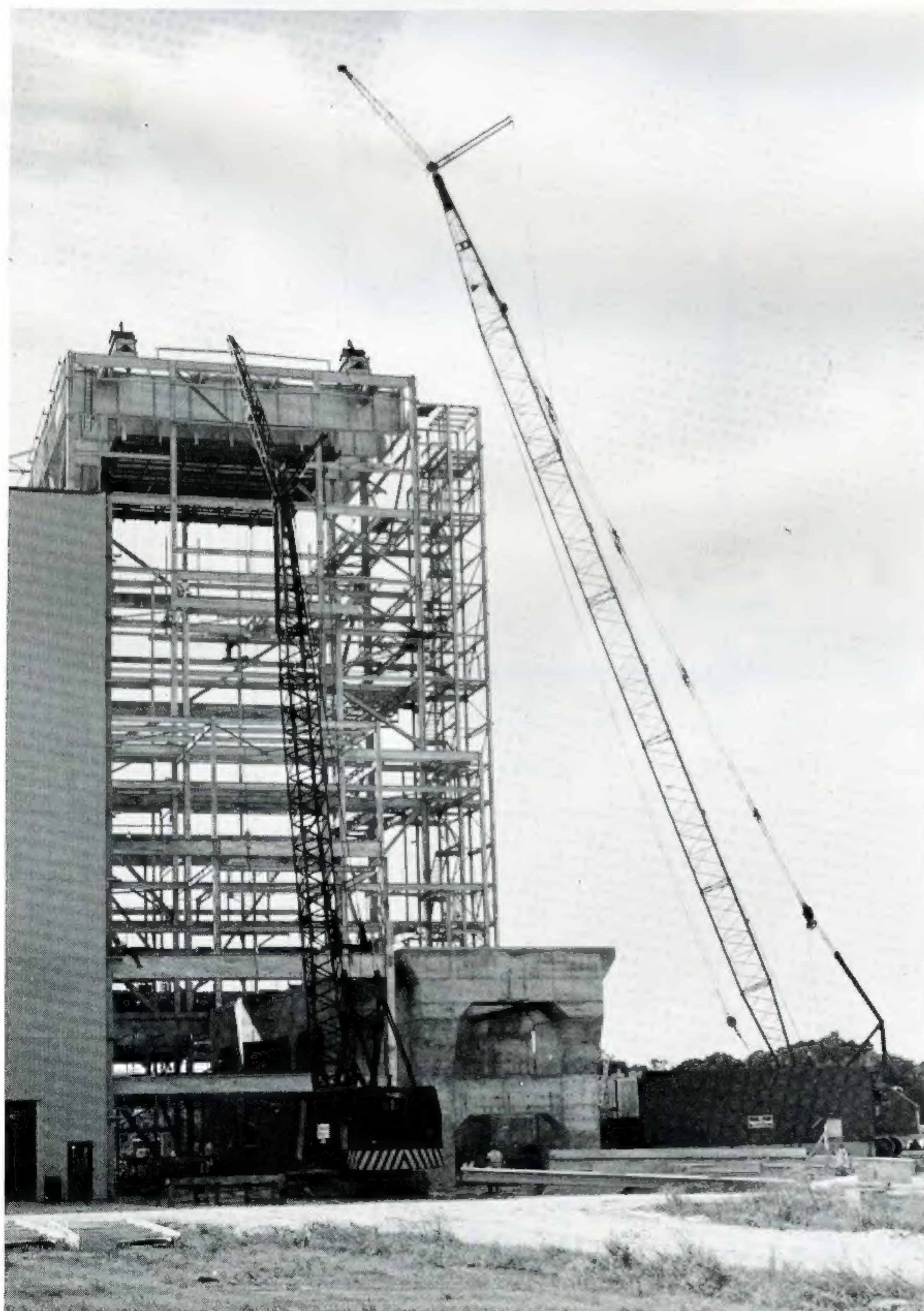
installation of a 440,000-kilowatt turbo-generator that ranks as one of the largest single units in the Southwest. On-site activity began last October with Stone & Webster Engineering Corporation crews setting sights on a November 1, 1966, completion target date.

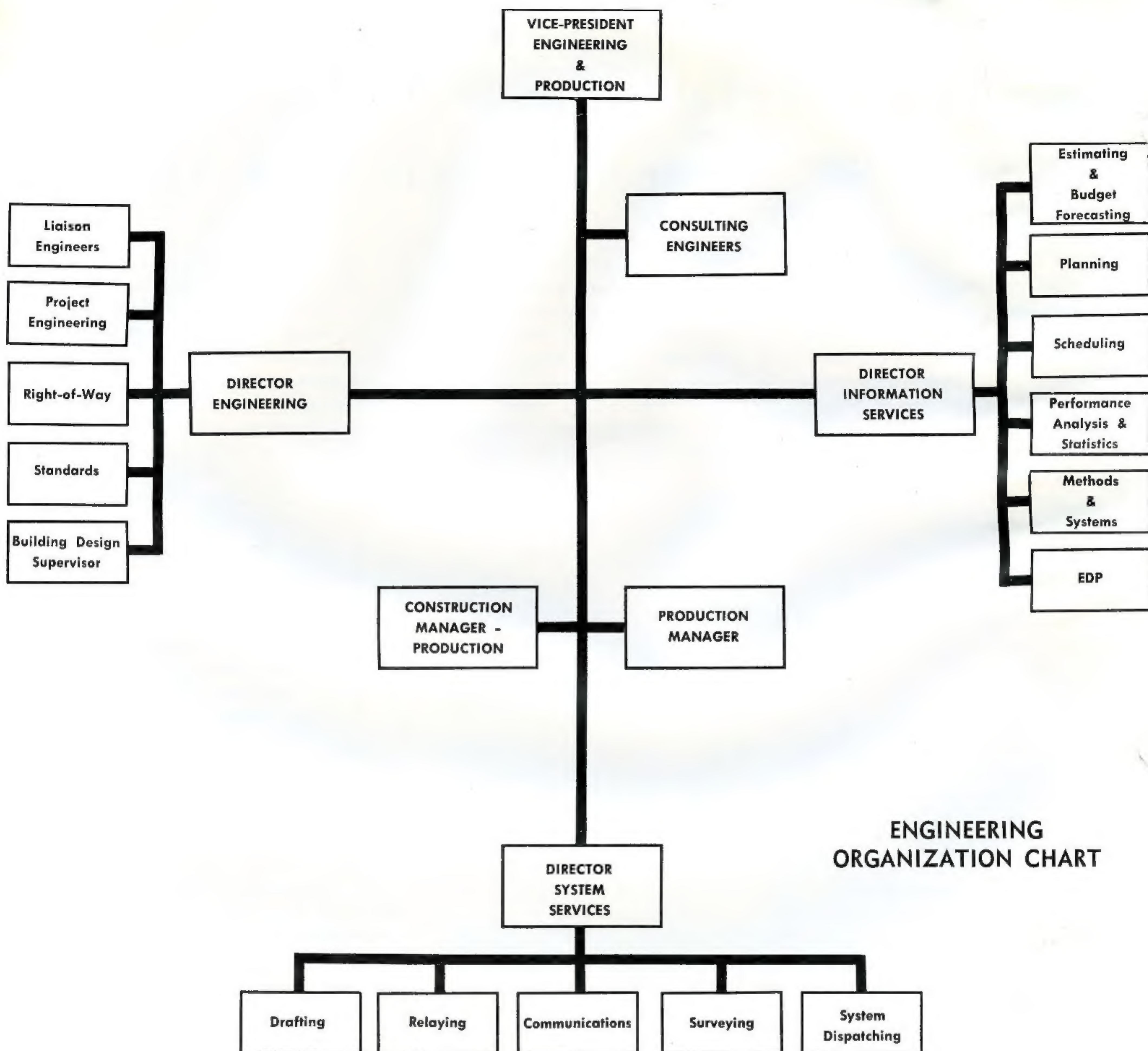
As of the first of July, according to F. A. Wilson, Jr., construction manager-production, Beaumont, the job stood approximately 16 per cent complete after 10 months work. "We expect to meet our 25-month deadline despite a six-week delay on delivery of steel back in the spring," Mr. Wilson said. "Structural steel was to start going up March 1, but we couldn't begin until April 15 when American Bridge delivered the steel."

He said that structural steel erection, which began in the boiler area, was approximately 60 per cent complete by the first of July, with over 1,100 tons having been placed. Steel used in construction was fabricated nearby at American Bridge Division of U.S. Steel Corporation at Orange.

The turbine foundation has been finished, boiler erections were scheduled to begin early this month and work is progressing "nicely" on all fronts, Mr. Wilson reported. He said most underground work is complete with the exception of the intake screen well and discharge outlet, which are underway.

One of the latest innovations in power plant construction effecting considerable savings over the years—first used in part on Sabine Numbers One and Two and fully on steel for Willow Glen Number Two—is being continued on this unit. Every piece of steel used in the project is galvanized and those too large to be dipped are metalized with a zinc coating. All of which is designed to curtail future painting and maintenance costs.





ENGINEERING
ORGANIZATION CHART

System Engineering Reorganization Prompts Personnel Changes

S. L. ADAMS, formerly operating superintendent in the



S. L. Adams

Baton Rouge Electric Department, was appointed director of Information Services - Engineering and was transferred to Beaumont on June 16.

A native of Beaumont, Mr. Adams joined our Company in Beaumont in 1938 following his graduation from Texas A&M with an electrical engineering degree. After serving in various areas of the Company's service area, he was transferred to Baton Rouge in 1953 as electric maintenance supervisor at Louisiana Station. He had been electric operating superintendent since 1963.

Mr. Adams is married to the former Ruth Wilson of Beaumont. While in Baton Rouge he worked actively in the Community Chest drives and served on Louisiana's Public Affairs Research Committee. He was a member of the Baton Rouge chapter of the American Public Works Association and is a member of the Institute of Electronic and Electrical Engineers. He was also a member of the Louisiana Engineering Society, the Baton Rouge Chamber of Commerce and is a registered professional engineer in Texas.

A. J. MARY, formerly superintendent of planning in Beau-



Austin Mary

mont, was appointed director of System Services - Engineering on June 16.

Mr. Mary, a native of Port Allen, Louisiana, secured his bachelor and master's degrees from Louisiana State Uni-

versity and was employed by our Company in 1935 as a helper at Baton Rouge. He was named an engineer in the Gas Department a year later and was transferred to the Electric Department in 1937.

He returned from a tour in the Army during World War II as an engineer at Baton Rouge in 1945. He was made a supervisor a year later and was promoted to office engineer-executive and transferred to Beaumont in 1955. He had been superintendent of planning in System Engineering since 1956.

Mr. Mary is a past chairman of the Interconnected Systems Group, a member of IEEE and is a registered professional engineer in Louisiana.

He is married to the former Dorothy Julian of Baton Rouge and they have one child at home, Jimmy, 21, a Lamar Tech student. The Mary's are members of St. Anne's Catholic Church.

The following 19 changes were effective July 1.

H. J. SUTTON, formerly superintendent of relaying and communications, was named consulting engineer reporting direct-



H. J. Sutton

ly to the vice president of engineering and production.

Mr. Sutton has been with our Company since 1939.

Prior to that time and following his graduation from the University of Kansas in 1931 he was associated with Westinghouse Electric Corporation.

He came to work in the T&D Department and worked in the Relaying Section as a field engineer until 1943. From 1943 to 1950, he was assigned to System Engineering working on relay applications and studies, carrier

current communications and carrier current relaying equipment. He was promoted to engineer specialist in 1950. In 1955 he was made an application engineer.

He had been superintendent of Relaying and Communications since 1956.

Mr. Sutton is a registered professional engineer in Texas and a fellow in IEEE. He is a member of Sigma Tau, Tau Beta Pi and Conference International des Grands Reseaux Electrique. He is past chairman of the Beaumont Section of IEEE, and has served on a number of IEEE committees.

He has presented several technical papers. As chairman of IEEE's subcommittee on relaying practices, he presented a report on "Resume of North American Protective Relaying Practices and Trends" at the 1964 CIGRE meeting in Paris, France.

Mr. Sutton, a native of Garnett, Kansas, is married to the former Dorothy Baxmeier of Pittsburgh, Pa., and they have one daughter, Mrs. Louise McGaughey of Lufkin, Texas.

Mr. Sutton is an elder in the Westminster Presbyterian Church. He is a former member of the Executive Council of Boy Scouts. He is secretary of the Minglewood Association and is a member of the Pinewood Country Club.

The five following employees will now report to the director of System Services-Engineering:

ERNEST A. BAUMGARTNER, formerly a relay engineer in Relay and Communications,



E. A. Baumgartner

was named supervisor of relay protection and maintenance.

A native of Houston, he received his electrical engineering degree from Rice University in 1949.

(Continued on next page)

(Continued from page 3)

Upon graduation he joined our Company as a junior engineer in Beaumont.

Upon completion of a six month orientation program, he was assigned to the Rate Department. He was transferred to the Relay Section in 1956 as an engineer and was made a relay engineer in 1958. He is a registered professional engineer in Texas.

He is a member of IEEE, the Beaumont Chamber of Commerce and the YMBL.

V. H. TOMPKINS, formerly an engineer in System Communications, was named supervisor of communications operations.



Vic Tompkins

Mr. Tompkins joined our Company in Beaumont in 1958 following his graduation from Louisiana State University. Later the same year he was assigned to Port Arthur Division as an engineer in T&D.

He served in the U. S. Navy from 1951 to 1955. He is married to the former June McKnight of Beaumont. He is a registered engineer in Texas.

STERLING OLIVER, former chief civil draftsman, was promoted to chief draftsman in the newly organized System Services Section.

Mr. Oliver, a native of McLennan County near Waco, Texas, joined Gulf States at Beaumont in 1937 as a rodman and chainman in a survey crew. He was educated at Midway, Texas.

Mr. Oliver is married to the



S. A. Oliver

former Lillian Alley of Navasota and they have one child, Steven, 11. The Olivers are members of the St. Mark's Episcopal Church of Beaumont.

EDWARD J. VOGEL, supervisor of party chiefs, has been



Ed Vogle

moved from the Right-of-Way Survey Section to the System Services Section. He was employed in 1936 as a rod and chainman at Beaumont. He was transferred to the Drafting Section in 1939 as a civil draftsman. In 1941 he was named engineering assistant and became a survey party chief in 1948. He has been supervisor of party chiefs since 1956.

Mr. Vogel was born at Sacramento, California, but was educated in Beaumont, where he was graduated from St. Anthony's High School.

Mr. Vogel is married to the former Clara Louise Forster. They have four children, Edward, Jr., Arthur Paul, Katherine Ann and Joe Kriss. They are members of St. Pius X Catholic Church.

He is a member of the Texas Surveyors Association, the Louisiana Land Surveyors Association and the American Congress on Surveying and Mapping. He is a registered public surveyor in the State of Texas and a registered land surveyor in the State of Louisiana.

J. F. DELAGE, chief system operator, was moved from the Planning Section to the newly formed System Services Section.



J. F. Delage

Mr. DeLage has been chief system operator since 1962. He join-

ed our Company in 1925 at Baton Rouge. He moved to Beaumont in 1927 and was transferred to Orange in 1928. He worked in various power plant jobs in Orange until moved back to Beaumont in 1937 as a load dispatcher. He was promoted to system operator in 1941 and was named assistant chief system operator in 1958.

He is a native of Chenal, Louisiana, and holds an electrical engineering degree from LSU. He is a member of St. Anne's Catholic Church and has two sons.

Mr. Delage is married to the former Eunice Wascom of Plaquemine, Louisiana. They have two children, J. F., Jr., and Nancy Anne, both of Beaumont.

He is a member of the Greater Beaumont Men's Garden Club and St. Anne's Catholic Church.

The following five employees will report to the director of Information Services-Engineering:

PETER J. GUELF, formerly staff engineer in Construc-



Pete Guelfi

tion Budget Section, was named supervisor of the Estimating and Budgeting Section.

He was employed in 1926, shortly after his graduation from Texas A&M, as a meter tester in Beaumont. A year later he was made a student engineer. In 1929 he was made assistant to the distribution superintendent of Beaumont Division. He was transferred to the Sales Department in 1930 as a power sales student.

In 1935 he was moved to Navasota as assistant to the superintendent of sales and later in the year was named superintendent of sales for Navasota Division. He was transferred to Baton Rouge in 1936 as industrial sales

manager and was promoted to the superintendent of industrial sales in 1943.

He lived in Baton Rouge until moved back to Beaumont in 1947 as assistant rate supervisor. A year later he was named office engineer-executive in the Rate Department. He had been a staff engineer since 1958.

Mr. Guelfi is married to the former Sadie Ray Scherer of Anahuac. They have two daughters, Mrs. Donald R. Miller of Shreveport and Mrs. Alvie E. Callenius of Beaumont. The Guelfis are members of St. Anne's Catholic Church.

Mr. Guelfi is a native of Galveston. He is a member of the Beaumont Chamber of Commerce, the YMBL and the Beaumont A&M Club.

B. R. CLAUSEN, formerly an engineer in the Planning Section was named supervisor of planning.



Ray Clausen

He is a graduate of Auburn University, having received his electrical engineering degree in 1957. He is a native of Mobile, Ala., and attended public schools in Mobile.

He joined our Company in 1957 as an engineer in the Lake Charles T&D. He was transferred to Beaumont in 1960 and named an engineer in the Planning Section.

He is married to the former Anny TerBoo of Mobile, and they have three children, Ray, Jr., Mike and Donald. They are members of the Woodland Baptist Church. He is a registered professional engineer in Texas.

RICHARD E. SMITH, formerly an engineer in Planning



Dick Smith

Section, was named supervisor of electronic data processing. Mr. Smith has been with our Company since 1954 when he joined as engineer in Beaumont T&D. In 1955 he left to serve two years with the Army Corps of Engineers. Upon his return in 1957 he was reassigned to Beaumont T&D as an engineer in the Planning Section. He was transferred to the System Planning Section in 1961.

A native of Iowa, where he attended public schools in Marshalltown, he was graduated from Texas A&M in 1954 with an electrical engineering degree.

He is married to the former Patsy Pate of Bryan, Texas. They have two children, Sharon and Charles. They are members of the North End Baptist Church of Beaumont.

JOSEPH E. BONDURANT, formerly an engineer in Project Engineering, Special Projects Section, was named supervisor of scheduling.



Joe Bondurant

A native of Fulton, Kentucky, he is a 1957 graduate of Georgia Tech with an electrical engineering degree. He was employed in Beaumont T&D as an engineer following his graduation. He had been in Special Projects Section since 1962.

He is married to the former Sarah Garner of Lawrenceville, Ga. They have two children, Alyson and Tammy. They are members of Forest Park Metho-

dist Church where he is on the board of stewards and adult superintendent of the Sunday School. He is a registered professional engineer in Texas.

JOHN L. WARMACK, formerly an electrical engineer who



John Warmack

has been on special assignment for System Engineering since 1964, was reassigned as methods and systems engineer. Mr. Warmack has been with our Company since 1952 when he was employed as a junior engineer at Louisiana Station at Baton Rouge. In 1959, he was transferred to System Production in Beaumont as an electrical engineer.

He is married to the former Mary Allen of Baton Rouge and they have four children, Patricia, John, Jr., Mary Jane and Robert. He is a member of the Chamber of Commerce and YMBL, IEEE and is a registered engineer in Louisiana and Texas. He has served as a commissioner in the Cub Scouts and as a neighborhood commissioner on the Trinity-Neches Council of Boy Scouts of America.

The following employees will report to the director of engineering:

A. M. MELANCON, formerly supervisor of project engineering was named supervisor of the Standards Section. He had previously held this position from 1956 to 1962.



A. M. Melancon

He joined our Company in 1939 as an in-

(Continued on next page)

(Continued from page 5)

strument man in Baton Rouge. He has been an engineer since 1941. He was transferred to Beaumont in 1950 and was named an engineering specialist in 1954. He was named to head the Project Section in 1962.

A native of Plattenville, Louisiana, he received his BS in electrical engineering from LSU in 1935 and a BS in industrial engineering from Lamar Tech in 1954.

Mr. Melancon is married to the former Laura Landry and they have three daughters, Mrs. Judith Ann Chavez and Kathleen Melancon of Houston, and Mrs. Laura Ford of Leesville, Louisiana.

J. D. JORDAN, formerly supervisor of project engineering (special projects), was named supervisor of project engineering.



J. D. Jordan

Mr. Jordan, a native of Baton Rouge, is a graduate of LSU. He joined our company in Port Arthur as a student engineer in 1927. He held the positions of assistant to the distribution superintendent, general foreman and meter foreman in Port Arthur before being transferred to Beaumont as an engineer in Distribution Planning Department in 1936.

In 1937 he was made distribution engineer in the Beaumont T&D and he was named superintendent of distribution in 1942. He was promoted to operating supervisor for Beaumont Division in 1952. He had been supervisor of the Special Project Section since 1956.

Mr. Jordan is married to the former Sadie Lumsden of Columbia, Tenn. They have three children, John, Sadie and Mrs. Hubert King, all of Beaumont.

He is a member of the West

End Rotary Club and Theta Xi Fraternity.

EMILE P. MATHERNE, formerly project engineer for Port Arthur and Navasota Divisions, was made liaison engineer for Lake Charles Division.



Emile Matherne

Mr. Matherne joined our Company in Port Arthur in 1947. Prior to coming to work he was employed as an engineer by Westinghouse Electric Corporation. He is a 1942 graduate of the University of Southwestern Louisiana (formerly SLI).

He was transferred to Beaumont in 1948 where he worked in various engineering jobs until transferred to Lake Charles T&D in 1950. He was transferred back to Beaumont in 1961 as a project engineer.

He and his wife, Marjorie, have four daughters, Lynn, a graduate of Loyola University, New Orleans, who plans to work on a PhD at Duquesne University in Pittsburgh this fall, Ellen, a Dominican nun in Houston, Cynthia and Lisa of Beaumont.

He is a member of the Maplewood Association, the Chamber of Commerce and YMBL. He is a registered professional engineer in both Texas and Louisiana.

J. L. POWDRILL, formerly project engineer for Lake Charles Division, was made a liaison engineer for the Texas Divisions.

He joined our Company in Beaumont in 1950 after receiving his bachelor of science degree in electrical engineering



Jack Powdrill

from Texas A&M. Shortly afterwards he was transferred to the Baton Rouge T&D-Engineering. He was transferred back to Beaumont in 1953 and was assigned to the Beaumont T&D-Engineering. In 1956 he was promoted to division engineer. He has been in the Project Section since 1960.

He is a native of Kilgore, Texas.

Mr. Powdrill is married to the former Margaret Ann Goodwin of Beaumont. They have two children, Kathryn and Russell.

He is a member of the Chamber of Commerce, the YMBL, the YMCA and is an assistant cubmaster. He is also a member of IEEE. The Powdrills are members of the First Methodist Church.

Y. L. HUGHES, JR., formerly project engineer for Beau-



Yerby Hughes

mont Division, was made liaison engineer for Baton Rouge Division.

He has been with our Company since 1950. He was employed in Beaumont and later in the year he was assigned to Navasota T&D-Engineering. He was called to duty with the U. S. Army during the Korean Conflict and upon his return in 1953 he was assigned to Baton Rouge T&D-Engineering. He was again called to active duty in 1961 and upon his return was reassigned to Baton Rouge. He was transferred to Beaumont and System Project Section in 1963.

A native of Beaumont, he received his electrical engineering degree from Mississippi State College in 1950. He and his wife, Jean, have two children, Dottie and Yerby, III.

JAMES B. FANETTE, right-of-way supervisor, was moved



J. B. Fanette

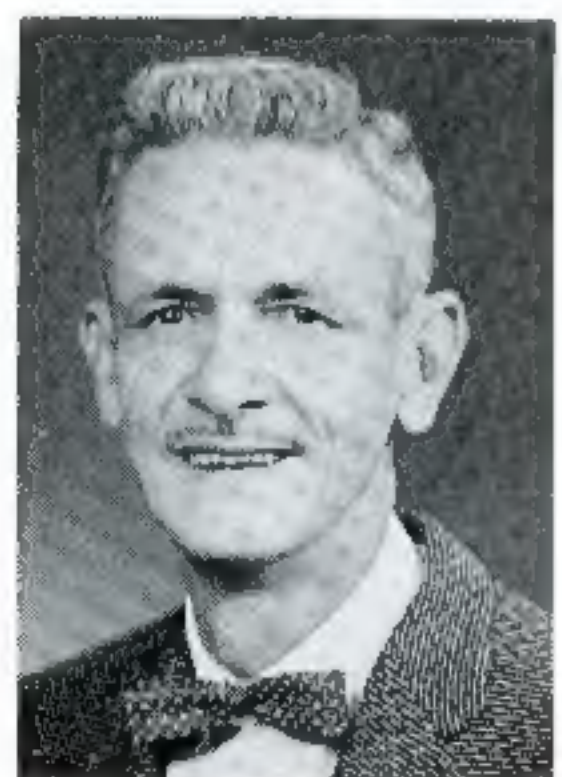
from Civil Engineering to the newly formed Engineering Services Section.

He was employed in 1934 at Beaumont as a rod and chainman in the Survey Section. He worked in various surveying classifications until made a field engineer in 1941. He was promoted to survey party chief in 1945, and was named surveyor (supervisor) in 1947. He has been right-of-way supervisor since 1956.

A native of Fields, Louisiana, Mr. Fanette attended St. Edwards University in Austin, Texas, for one year. He is married to the former Lucy Evans of Lake Arthur, Louisiana. They have three children, Mary Ellen of Beaumont, Margie of Houston and James of Fort Knox, Kentucky.

He is a member of the Chamber of Commerce, YMBL, the Texas Surveyors Association and St. Ann's Catholic Church.

DAN H. POULSON, building design supervisor, was moved



D. H. Poulson

from the Building Design Section to the Engineering Services Section.

Mr. Poulson was employed in 1926 as a fireman at Neches Station. A year later he was transferred to the Railway Department of East Texas Electric Company in Beaumont. In 1932 he was transferred to Port Arthur as a mechanic's helper in the bus garage.

In 1934 he was moved to Beaumont where he became a helper in the Substation Department of

Gulf States. He was made a draftsman in the Engineering Department a year later. In 1937 he was named an engineer. He was promoted to office engineer-executive in System Engineering in 1951. He has been building design supervisor since 1962.

A native of Lott, Texas, Mr. Poulson attended Texas A&M for two years.

Mr. Poulson is married to the former Doris Anderson of Beaumont. They have two sons, Dan Knute of Lufkin and Jesse of Beaumont.

He is a member of the Beaumont Association of Building Owners and Managers of which he was president for 2½ years. He has served on the executive committee for five years, downtown committee for two years, education committee for one year and was on the board of directors, for two years, of the Texas State Association of Building Owners and Managers. He has been on the board of directors, for two years, of the Southwest Conference of the Association. He has also been on the accounting committee, for four years, and on the board of governors, for three years, of the National Association.

JAMES M. GEEN, formerly chief draftsman in Electrical



J. M. Geen

Drafting, assumed a new position of drafting checker in the Standards Section.

A native of Beaumont and a graduate of the Beaumont schools, he was employed as a rod and chainman in the Survey Section in 1935 at Beaumont. He moved to the Drafting Section in 1937. He became a senior draftsman in 1949 and was named chief draftsman in 1952.

Annual Report Wins 17th Merit Award

NATIONAL recognition for excellence in the preparation of annual reports has come to our Company, according to the publisher of Financial World, an investment and business weekly publication.

The publication has announced that our Company has won its 17th consecutive Merit Award for its 1965 Annual Report.

As a result of winning the Merit Award, the annual report became eligible to receive one of the Oscar-of-Industry trophies to be presented at the Silver Anniversary Awards Banquet in October in New York.

According to Richard J. Anderson, editor and publisher of Financial World, winners will be chosen by board of judges and its selections will be announced in September.

Our Company has also submitted another entry for judging in the statistical supplement classification. The firm's Financial Review of 1964, which is furnished to security analysts, is in the running for company publications awards.



"Have a nice vacation and I hope I miss you or heaven help you when you return."

Hornsby Named Baton Rouge Division Operating Supt.

F. G. "RED" HORNSBY, formerly electrical operating su-



H. G. Hornsby

pervisor for Baton Rouge Division, was promoted to electrical operating superintendent on June 16.

Mr. Hornsby has been an employee of our Company since 1924 when he came to work as a meter checker in the Baton Rouge T&D. He served as foreman, supervisor and superintendent of the Meter and Service Department. He has been operating supervisor since 1952.

A native of Grangerville, Louisiana, Mr. Hornsby is married to the former Beatrice "Boots" Boudreaux and they have three children, Bobby, John and Carolyn and one granddaughter, Kimberly.

Mr. Hornsby has long been active in Baton Rouge civic, fraternal and church affairs. He is a member of the board of directors of the Baton Rouge Section of the Louisiana Engineering Society and a member of the board of directors of the Louisiana Engineering Society. The Engineering Society honored him for his outstanding civic work in 1960, when he was awarded the Andrew M. Lockett Award which is presented to distinguished members for their public and civic affairs. In 1962 the Baton Rouge Council of Engineering and Scientific Societies also presented him with an award for his achievements in civic, technical and scientific education fields.

Mr. Hornsby is a member and past councilor of the Baton Rouge Council of the United Commercial Travelers and is presently junior grand councilor for the Mississippi-Louisiana jurisdiction. He is a member of the city electrical examiners board and the city recreation and finance board.

He is a member, and a past member of the board, of the Baton Rouge TB Association. He is a member of the streets and highways committee of the Chamber of Commerce. He has played active roles in the Junior Achievement program and was chairman of the management solicitation of last year's United Givers campaign. He is vice president of the board of directors of the Melrose Subdivision Civic Association. He has served on the board of both the Salvation Army and the Young Men's Christian Association. He is a member and former chairman of the board of the stewards of the Istrouma Methodist Church.

He is a member of the Capitol City Kiwanis Club and has held every office in this club. In 1964 he helped organize a new Kiwanis Club in Baker, Louisiana. He has also been an active member and officer of the Family Court and the Greater Baton Rouge Safety Council.

Bob Morton Promoted To Operating Supt. In Navasota Division

R. E. MORTON, formerly operating supervisor in the Navasota Division, was promoted to operating superintendent for the division on June 16.



Bob Morton

Mr. Morton, a native of Ocala, Florida, was employed by our Company in 1928 as a line-



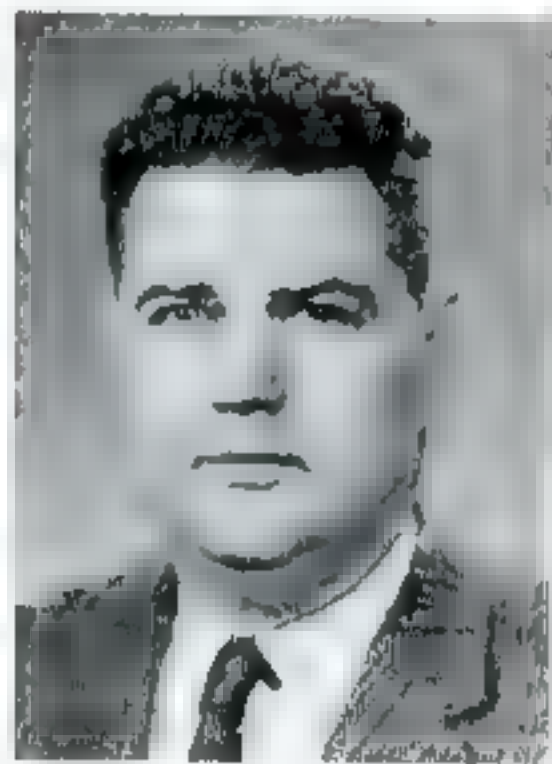
SABINE PHOTOGRAPH PRESENTED FUEL SUPPLIERS. F. A. Wilson, construction manager-production, and R. J. Robertson, production manager, right, recently presented this photograph of Sabine Power Station, which will be displayed in the Houston headquarters of Humble Oil and Refining Co., to Hugh Barton, southwestern regional manager for Humble, left, and Gordon Selig, industrial sales manager for Humble. Humble is the fuel supplier for both Sabine and Neches Station.

man second class at Beaumont. He was transferred to Navasota a year later as sub-foreman and in 1939 was named general sub-station foreman. He had been operating supervisor since 1950.

He is married to the former Addie May Powell of Lake Wales, Florida, and they are members of the First Baptist Church in Navasota. He is a member of the Navasota Chamber of Commerce. He was educated in Georgia schools and attended Georgia Tech.

Lanier Promoted To Navasota Division Operating Supervisor

ROBERT LANIER, formerly district superintendent in Huntsville, was transferred to Navasota and promoted to operating supervisor for the Navasota Division on June 16.



Bob Lanier

Mr. Lanier had been in Huntsville since 1960. He joined our Company in 1949 as an engineering assistant at Beaumont.

A native of New Orleans, Mr. Lanier was graduated from Louisiana State University in 1949 with an electrical engineering degree. He served in the U. S. Navy during World War II.

He was made a junior engineer shortly after being employed. He worked in Beaumont until transferred to Port Arthur in 1952. A year later, he was promoted to engineer and in 1956 was named division engineer. He was made a project engineer in System Engineering and transferred to Beaumont in 1958.

He is married to the former Naomi Kirkland of Liberty, Miss.,

and they have two children, Ronald Edward and Glenda.

In Huntsville, he was vice president of the Huntsville Chamber of Commerce, a member of the chamber's board of directors and was chairman of the chamber's industrial committee.

He was on the board of directors of the Huntsville Industrial Foundation, an organization designed to attract new business and industry to the city. He was a deacon in the Huntsville First Baptist Church and a member of the Huntsville Rotary Club.

Star-Spangled Security: As a family plan, U. S. Savings Bonds provide a steady, dependable, guaranteed way to save. As a non-inflationary method of financing the public debt, they benefit every American by protecting the value of the dollar.

Guy Miller Named Operating Supervisor In Baton Rouge

GUY W. MILLER, formerly a project engineer in System Engineering, Beaumont, was transferred to Baton Rouge and promoted to operating supervisor for the Baton Rouge Division on June 16.

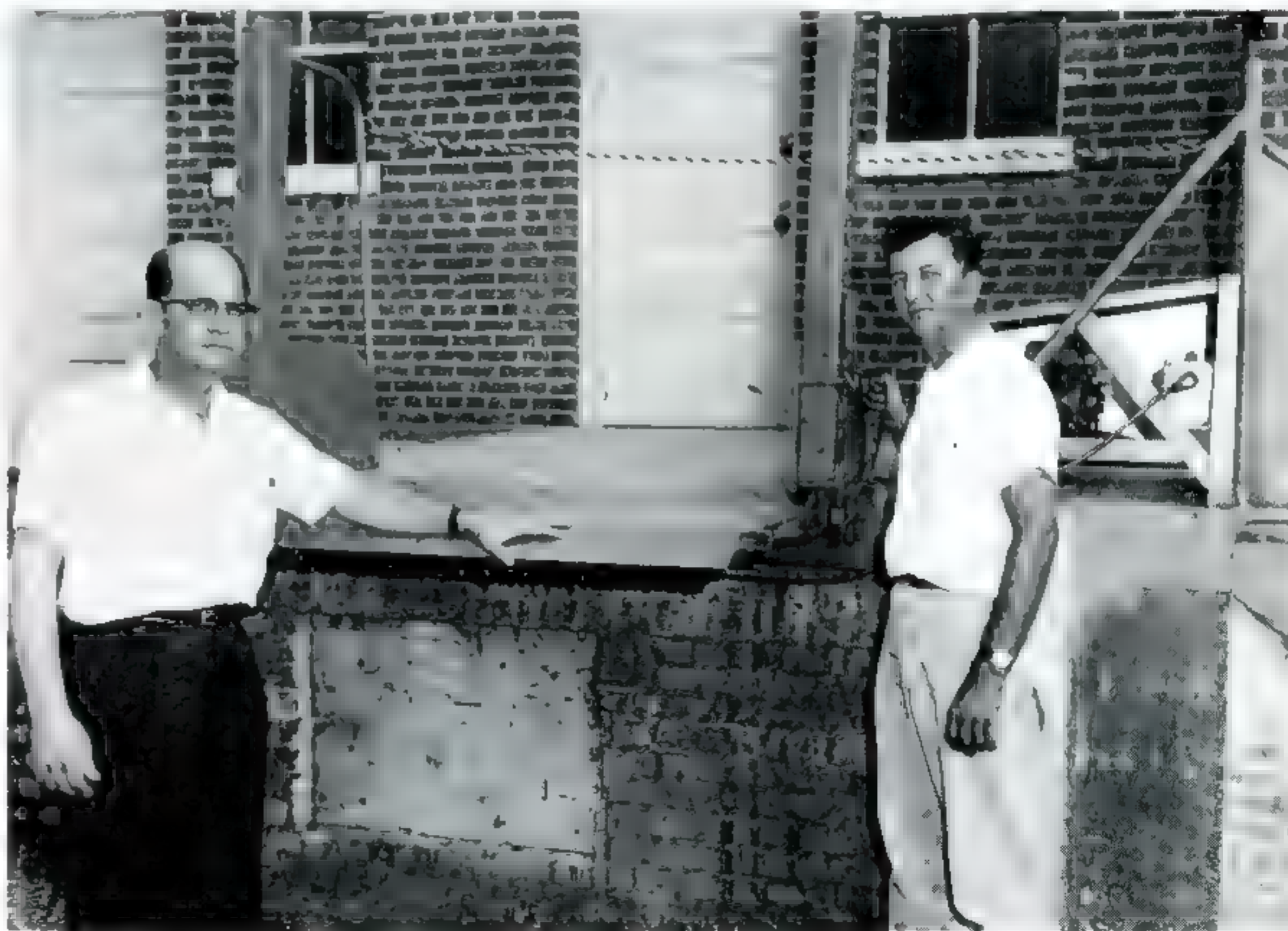


Guy Miller

Mr. Miller, a native of Baton Rouge, has been a project engineer since 1956.

He was graduated from Louisiana State University with an electrical engineering degree in 1948 and joined our Company at Beaumont a year later as a junior engineer.

(Continued on next page)



DISCARDED TRUCK LIFT CONVERTED INTO SAFETY FEATURE. E. G. Nelson's idea to help handle large appliances brought in for repairs has been put to use by the Baton Rouge Division Appliance Department. The hydraulic lift or platform is powered by the electric motor behind Mr. Nelson, right, and is used to load and unload heavy or hard to handle appliances that often cause injury to backs or feet. "The safety feature", said Wilson Caze, left, appliance department foreman, "was installed to raise the appliance to the platform level and lower it to truck."

(Continued from page 9)

He was transferred to Baton Rouge in 1950 and was made an engineer in 1954.

He is married to the former Betty Rose Robertson of Baton Rouge and they have two children, Guy, Jr. and Debbie Ann. In Beaumont he was a member of the Chamber of Commerce, the Young Men's Business League and the Sabine Area LSU Alumni Association.

The Millers were members of Beaumont's First Baptist Church. He is a licensed engineer in both Louisiana and Texas.

Guthrie Promoted To Lake Charles Operating Supervisor

L. G. GUTHRIE, formerly supervisor of standards in



Louis Guthrie
division on June 16.

System Engineering, Beaumont, was transferred to Lake Charles and promoted to operating supervisor for the Lake Charles Division on June 16.

A native of Taylor, Texas, Mr. Guthrie was graduated from the University of Texas in 1950 with an electrical engineering degree and joined our Company shortly after graduation as a junior engineer at Beaumont.

He is married to the former Jacqueline Carswell of Taylor, Texas, and has four children, Cynthia, Jacqueline, Lewis III, and Cassandra. In Beaumont they were members of St. Andrews Presbyterian Church and he was a member of the Beaumont Chamber of Commerce and Young Men's Business League.



MISS LOUISIANA HONORED. Vic Norvell, district superintendent, Silsbee District, and president of the Silsbee Chamber of Commerce, places a diamond pendant around the neck of Miss Louisiana, Miss Lynda Ferguson of Silsbee. Miss Ferguson is a junior at Centenary College in Shreveport and was Miss Shreveport in the Louisiana contest. Mr. Norvell also presented her with a bouquet of roses from the chamber. At the right is Frank L. McClanahan, mayor of Silsbee, who presented Miss Louisiana with the key to Silsbee. Miss Ferguson is the daughter of Mr. and Mrs. W. W. Ferguson, who are former residents of Beaumont where Lynda attended school and was active in local music affairs.

Frank Robinson Named Huntsville Superintendent

FRANK ROBINSON, formerly local superintendent at Woodville, was promoted and transferred on July 1 to Huntsville as district superintendent.



Frank Robinson since 1962 and has been an employee of our Company since 1938 when he was employed as an ice delivery man in Huntsville.

Mr. Robinson had been in Woodville

Mr. Robinson, a native of Huntsville, attended public schools there and graduated from the high school in 1935. He is married to the former Louise Langley also of Huntsville.

He was active in civic and church work during his three years in Woodville. He was president and a director of the Woodville Chamber of Commerce. He was a member of the Tyler County Highway Commission and a commissioner on the Woodville Housing Authority. He is a member of the Arabia Temple Masonic Lodge in Woodville.

The Robinson's were members of the First Methodist Church at Woodville, where he was a steward and a charge lay reader. He is also on the National Methodist Board of Lay Activities and does lay preaching and speaking.

The Robinsons have three children, Mrs. Polly Kovach of Shreveport, Frank, Jr., a senior at Sam Houston State College, and Nancy, a sophomore at Sam Houston State College.

Mr. Robinson joined our Company on a part-time basis while attending Sam Houston State College. He later became a full time employee and in 1939 was made a helper in the Huntsville Line. He progressed to lineman first class in 1935 and was transferred to Cleveland a year later as a first class serviceman. He became a senior residential sales representative in 1950 and was made a senior commercial sales representative in 1954. He was promoted to local superintendent and transferred to Woodville in 1962.

Glass Moves To Baton Rouge As Sales Supervisor

CHARLES D. GLASS, formerly industrial engineer in the Lafayette District, was transferred to Baton Rouge Division as supervisor of commercial sales on July 1.



Charles Glass

Mr. Glass has been with our Company since being employed as a student engineer at Beaumont in 1949 following his graduation from Texas A&M. Later that same year he was transferred to Lake Charles as an industrial engineer.

He was called to active duty with the Air Force in 1954. Upon his release in 1956 as a first lieutenant he was reassigned to Lake Charles. He had been in Lafayette since 1962.

A native of Mt. Pleasant, Texas, he is married to the former Gretchen Elkins of Lake Charles and they have two daughters, Jennifer Grayson and Rebecca Anne. They are members of the University Avenue Church of Christ.

For his outstanding work in Lafayette area civic organizations, Glass was named recipient of the 1964 "Kiwanian of the Year" award.

In addition to being a Kiwanian, he was member of the board of directors and the executive committee of the Lafayette Area

Safety Council. He was a member of the board of directors of the Lafayette United Givers Fund and was chairman of the employee division of this year's drive. He was also co-chairman of the industrial development committee of the Lafayette Chamber of Commerce.

What makes us so bitter against people who outwit us is that they think themselves cleverer than we are.

La Rochefoucauld



THE BIG LIFT. A computer system costing an estimated quarter of a million dollars was installed recently at the South Central Electric Companies Operations Center in Little Rock, Arkansas. A crane was needed to lift six of the highly sensitive units to SCEC offices on the second floor of the Mart Building. The first "real time" computer to be installed in this part of the United States, the UNIVAC 418 Real Time System keeps a record of energy dispersed among the 11 companies making up the SCEC—including our Company—and provides scheduling information for participating members. The computer differs from other computer systems in that it handles several different types of problems at the same time.



ART DISPLAYED IN NATIONAL ART SHOW. Ken Haynie, Neches Station, shows off his water color entitled "Neches Span" that was judged one of the 82 winners in a national art contest illustrating extra high voltage equipment. The paintings were on exhibit last month by our Company in Beaumont.

Jim Stelly Moved To Port Arthur As Sales Supervisor

JAMES A. STELLY, formerly supervisor of commercial sales in Baton Rouge Division, was promoted to supervisor of industrial and commercial sales and transferred to Port Arthur Division on June 16.



Jim Stelly

A graduate of Lake Charles High School and McNeese Junior College, Mr. Stelly was graduated from Louisiana State University in 1949 with a degree in electric engineering. He joined our Company that year as an industrial engineer in Beaumont. He was transferred to Baton Rouge in 1950 as a junior lighting engineer and was made an industrial engineer in Baton Rouge in 1953.

He had been supervisor of commercial sales since 1954.

An active member of Baton Rouge civic and state affairs, Mr. Stelly was a member of the Baton Rouge Chamber of Commerce and served on that organization's Governmental and Public Affairs Committee. He was a state director of the Louisiana Restaurant Association and is a past chairman of the New Orleans Section of the International Illuminating Engineering Society.

A registered professional engineer in Louisiana, he is a past member of the American Society of Heating, Refrigeration and Air Conditioning Engineers. He is a member of the Louisiana Engineering Society and a former member of the Baton Rouge Junior Chamber of Commerce.

He is married to the former Billie Rae Vincent of Lake Charles and they have two children, Jamye Rae and Kathryn Lyn.

Ambition and suspicion always go together.

G. C. Lichtenberg

Wyatt Bell Named Woodville District Superintendent

C. WYATT BELL, formerly commercial sales representative senior in the Dayton office was transferred to Woodville and promoted to local superintendent on July 1.



Wyatt Bell

Mr. Bell joined our Company in 1948 as a residential sales representative at Beaumont. He was transferred to the Liberty District in the same position in 1951. He was made residential sales representative senior a year later. He was transferred to Commercial Sales in 1955. He has been working in the Dayton office since 1964.

He is married to the former Jean Abbott of Colmesneil and they have two sons, Allan and Tommy. The Bells resided in Hillside Terrace at Liberty and were members of the First Methodist Church of Liberty, where he served on the board of stewards and recently complete a two year term as superintendent of the Sunday School.

In Liberty, he was a member and past president of the Lions Club and was chairman of the Lions' Little League program for this year. He served as manager of the Trinity Valley Exposition, the Liberty-Chambers Counties' fair, for two years. He is chairman of the safety and health committee of the Trinity-Neches Council of the Boy Scouts of America. He served for five years as assistant county chairman of the National

Foundation and was chairman of the Liberty County chapter of the American Cancer Society.

A native of Rule, Texas, he was graduated from Warren, Texas, High School.

Wilkinson Named Purchasing Agent In Baton Rouge

WILLIAM M. WILKINSON, formerly purchasing supervisor in



Bill Wilkinson

Baton Rouge, was promoted to the position of purchasing agent for Baton Rouge Division on June 16.

Mr. Wilkinson, joined our Company in 1923 as a shedman in Baton Rouge. In 1925 he was made a storekeeper. He served in various storeroom and accounting positions until named buyer in Purchasing in 1953. He had been purchasing supervisor since 1960.

A native of Woodville, Miss., he attended Mississippi A&M for three years working toward a electrical engineering degree.

He is married to the former Eleanor LeCoq of New Roads, Louisiana, and they have one daughter, Mrs. Blanch Eleanor Green. He is a member and past master of Capitol Lodge #399, F&AM, and a member of St. James Episcopal Church.

The Pledge of Allegiance to the Stars and Stripes first appeared in the children's paper "The Youth's Companion" on September 8, 1892. Written by assistant editor Francis Bellamy, it was officially recognized by the Government in 1942.

Jordan Promoted To Assistant General Line Foreman in Beaumont

CHARLES P. JORDAN, formerly line foreman in Orange



C. P. Jordan

District, was transferred to Beaumont and promoted to assistant general line foreman for Beaumont Division on June 16.

A native of Sour Lake, Mr. Jordan joined our Company in 1939 as a helper in the Beaumont Line Department and progressed to apprentice by 1941. He became a substation mechanic fourth class in 1942. He had progressed to line-man first class in 1945. He has been a line foreman since 1952. He was transferred to the Orange District in 1961.

Mr. Jordan is married to the former Thelma Smith of Beaumont and they are members of

the Old First Orange Baptist Church. He is a member of the Orange Shrine Club, Blue Lodge 286 and the Texas Consistory of Galveston.

Loughmiller Named Industrial Engineer, Beaumont Division

ARDEN D. LOUGHMILLER, formerly an engineer in



Arden Loughmiller

the Beaumont T&D, was promoted to industrial engineer in Beaumont Division Sales on June 16.

Mr. Loughmiller, a native of Vernon, Texas, joined our Company in 1961 after securing an electrical engineering degree from Texas A&M. He also attended Arlington State College and North Texas State College.

(Continued on next page)



COMPANY HOSTS CITY MANAGERS' WIVES. Our Company played host June 15 to approximately 70 wives of Texas' city managers who assembled in Beaumont for their annual spring convention. Our home service advisors gave demonstrations in small appliances and lighting, and capped the session by serving a light summer luncheon in our general office building test kitchen. Shown serving are, from left, Thelma Carson, Leonora O'Neal, Jo Ann Smith and Gwen Hansen.

(Continued from page 13)

He is married to the former Suzanne Roebuck of Beaumont and they have two children, Mike and Melissa. He is a member of IEEE and Sunday School superintendent and a deacon in the Northwood Christian Church.

National Trade Paper Prints Article

By Fritz Kornegay

THE versatility of our Company's servicemen stationed



Fritz Kornegay

in our service area's smaller towns has been proven again by Fritz Kornegay, serviceman first class, Dayton.

Mr. Kornegay turned author last spring and had a short but informative article published in a nationally-circulated industrial newspaper published in Pittsburgh, Pennsylvania. His article, entitled "Infinite Control Has Infinite Applications," was used on the front page of Hot Tips, a publication produced by an electric heat manufacturer, Chromalox.

Mr. Kornegay's first venture into journalism paid off to the tune of \$8 which was sent to him by the Chromalox. His article dealt with new uses of a Chromalox-produced control on the General Electric range that has three coil surface heating units. Mr. Kornegay's tip was published in hopes of helping other servicemen across the nation solve problems on electric ranges and water heaters.

Mr. Kornegay forwarded another service tip a month later and received a briefcase for this one.



FULL HOUSE AT YOUNGSTERS' COOKING SCHOOL. A full house of 101 youngsters from Port Arthur turned out for the opening session of a three-week cooking school—called "Food and Fun For Everyone"—at our Company's Port Arthur service center auditorium July 13. Girls from ages nine through 18 were scheduled to attend the three-day-weekly courses conducted by Becky Jones and Cynthia Williams, home service advisors, Port Arthur. Beside basics of cooking and kitchen etiquette, the course touched on grooming, nutrition, small appliance usage, laundry equipment, lighting and various demonstrations. Each weekly session was climaxed with a party.

Flanigan Promoted To Beaumont Meter Foreman

JOE W. FLANIGAN, JR., formerly building maintenance foreman in the General Offices at Beaumont, was promoted to meter foreman in the Beaumont Division T&D on June 16.



Joe Flanigan

A native of San Antonio, Mr. Flanigan has been with our Company since 1946 when he came to work as a helper in the Line Department at Beaumont. He was transferred to the Meter Department later that year and was made a first class meterman and transferred to Orange in 1951.

He was transferred to the Beaumont Relay Section in 1957. He had been building maintenance foreman since 1960.

He is married to the former Mary Miller of Beaumont and they have six children, Diane, Sharyn, Janet, Joey, Susan and Daniel. They are members of St. Pius Catholic Church.

He attended public schools in San Antonio and is now a senior at Lamar Tech, majoring in management.

Trouard Named Line Foreman At Lake Charles

JACK P. TROUARD, formerly utility foreman in the Lake Charles T&D, was promoted to line foreman on June 16.



Jack Trouard

Mr. Trouard joined our Company in 1947 as a helper in the Lake Charles Division Line Department. He was promoted to lineman first class in 1952 and has been a utility foreman since 1957.

A native of Lake Charles and a graduate of Lake Charles High School, he is married to the former Doris Drummond of Baton Rouge. They have four children, Brent, Brad, Ben and Barrie.

The Trouards are members of the University Methodist Church of Lake Charles and he has been working in the local Little League baseball program for the last five years. He is now a team manager.

Tyler Promoted To Utility Foreman At Lake Charles

DOUGLAS R. TYLER, formerly a lineman first class in Lake Charles T&D, was promoted to utility foreman on June 16.



Mr. Tyler, a native of Sulphur and a graduate of Sulphur High School, was employed by our Company in 1947 as a helper in Lake Charles T&D-Line. He was promoted to lineman first class in 1952.

He is married to the former Jerry Womack of Jonesboro, Louisiana, and they have two children, Barbara Lynne and Michael Ray. They are members of the Boulevard Baptist Church of Lake Charles.

In just one year (1963), your Heart Association reminds you, the number of Americans who died of cardiovascular diseases (981,680) exceeded the number killed in all the wars of our country's history—from the Revolutionary War right down through the Korean War (602,339).



WINS CARNEGIE HEROINE AWARD. Reading a wire from the Carnegie Hero Fund Commission is J. W. Kirkland, manager, Baton Rouge Division, Joyce Gilpin, departmental clerk in the Baton Rouge Substation Department, her mother, Mrs. R. L. Gilpin, and R. O. Wheeler, vice president for personnel. Miss Gilpin has been awarded a bronze medal and \$500 for saving a drowning nine-year-old Mississippi boy last year.

Baton Rouge Employee Wins Carnegie Heroine Award

LINDA L. GILPIN, departmental clerk in the Baton Rouge Substation Department, has been awarded a bronze medal and \$500 by the Carnegie Hero Fund Commission for saving a drowning nine-year-old Mississippi boy last year.

Miss Gilpin, 21, plunged into Leaf River at Estabutchie, Miss., June 6, 1964, and saved Michael C. Mazingo. The father and son were on a fishing trip when their boat was swamped by the river's swift current.

Miss Gilpin was with a date, Lamar Pollard, of Hattiesburg, Miss., on the bank of the river. Miss Gilpin, who had taken a life-saving course, dove in, swam 60 feet to the boy and managed to pull him to safety.

The boy's father, Garrett Mo-

zingo, editor and publisher of the East Forrest News at Petal, struggled with Pollard who had attempted his rescue and Mr. Mazingo drowned. The father was heavily clothed and was wearing fishing boots.

Unable to pull Mr. Mazingo out, Mr. Pollard came to shore and threw a log to him, but by that time the man had gone down for the last time.

A 1961 graduate of Istrouma High School, she studied elementary education at Southeastern Louisiana College in Hammond before coming to work in December, 1963.

Miss Gilpin's hobby is water skiing and swimming. An expert swimmer, she says, "I've been swimming ever since I could walk."



RESIDENTIAL SALES TROPHY. L. V. Dugas, vice president and general sales manager, presents the residential kilowatthour trophy for May sales to Virgil Shaw, recently appointed sales superintendent for Baton Rouge Division. The trophy is awarded monthly to the division with the largest gain in average use per home customer. Mr. Shaw has offered a challenge to the other divisions by saying, "We are going to keep this trophy in Baton Rouge for the remainder of the year."

Beaumont Named Assistant General Line Foreman

CARL BEAUMONT, formerly service foreman in Port Arthur T&D, was promoted to assistant general line foreman on June 16.



Carl Beaumont

A native of Groves, Texas, Mr. Beaumont was employed by our Company in 1939 as a groundman at Port Arthur. He progressed to lineman first class and was promoted to utility foreman in 1955. He was named service foreman in 1962.

He attended public schools in Port Neches and attended Lamar Tech for two years. He is married to the former Dorothy Peveto of Groves and they have two children, Michael Lee, a senior at Texas A&M, and Richard Dirk, a junior at A&M.

The Beaumonts are members of the First Methodist Church in Groves and he is a member of the Groves Masonic Lodge 1315.

Minner Made Service Foreman For Port Arthur

JW. MINNER, formerly line foreman in the Port Arthur T&D, was promoted to service foreman on June 16.



Jim Minner

A native of Lawton, Oklahoma, but a longtime resident of Port Arthur, he joined our Company in 1938 as a groundman there. He progressed to lineman first class and serviceman first class and was promoted to utility foreman in 1953. He was elevated to line foreman in 1957.

He attended public schools in Port Arthur and won regional acclaim by playing football with the Thomas Jefferson Yellow Jackets. He played on the 1933 state semifinal team and the 1935 state quarter-final club. His football accomplishments won him a scholarship to Southwest Louisiana Institute at Lafayette, where he stayed two years.

He is married to the former Ella Mae Oliver of Groves and they have one daughter, Sue, a sophomore at Lamar Tech.

He is a member of the Knights of Columbus, Council 3491 of Groves and is a past grand

knight. He is also a member and past chaplain of the Port Arthur Elks Club.

Jennings Promoted To Port Arthur Utility Foreman

JOSEPH JENNINGS, formerly a lineman first class, Port Arthur T&D, was promoted to utility foreman on June 16.



Joe Jennings

A native of Beaumont, Mr. Jennings was employed by our Company as a helper in the Line Department in Port Arthur in 1949. He progressed to lineman first class in 1954.

He was educated in the Port Arthur area schools and was graduated from Stephen F. Austin High School in Port Acres.



A VISITOR. Joan McCants, left, secretary in the Baton Rouge Safety-Claim Department, was a recent visitor in the Beaumont System Safety Department, where she was the guest of Annie Ruth Finley, right, secretary to system safety director. Mrs. Finley took Miss McCants on a tour of the General Offices and showed her the display of safety awards outside the 20th floor assembly hall.



IT'S HER DAY. On June 29, the 15th floor Gulf Staters declared a "Be Kind to Anne Day", to honor Anne Atkins, departmental clerk. For the past eight years Anne has been a very special friend to everyone who has worked on the 15th floor. The group presented Anne with a charm bracelet as a token of their appreciation and to remind her of the high esteem and affection felt for her by her fellow employees.

He and his wife, Rosemary, have six children, Pamela, Brian, Jo Ellen, Bruce, Cristy, and Annette. The Jennings are members of the Little Flower Catholic Church in Port Acres.

Coplen Promoted To Utility Foreman At Port Arthur

JAMES O. COPLEN, formerly a serviceman first class in the Port Arthur T&D, was promoted on July 1 to utility foreman in Line Department.



Jim Coplen

A native of Hodge, Louisiana, he joined our Company as a helper in the Port Arthur Line in 1945. He progressed to lineman first class in 1953 and was made a serviceman first class in 1959.

Mr. Coplen and his wife, Margaret, have three children, Mrs. Jimmie Carol Duhon, Craig and Julie Ann. The Coplens are members of the North End Baptist Church in Port Arthur.

He was educated in northern Louisiana public schools and attended high school in Bernice, Louisiana.

Billy Creel Moved To Beaumont Commercial Sales

BILLY G. CREEL, formerly a residential sales representative in Beaumont Division Sales, was made a senior commercial sales representative on June 6.



Bill Creel

A native of Silsbee, he attended public schools in Silsbee. He worked for the Kirby Lumber Co. and served in the Army. Prior to joining our Company he worked for Birdwell's Department Store in Silsbee. He joined our Company in Silsbee in 1950 as a meter reader.

He progressed to senior residential sales representative in Silsbee in 1956 and was transferred to Beaumont in the same capacity later that year.

He is married to the former Etta Mae Allen of Silsbee. They have two sons, James Allen and Gary Wayne. The Creels are members of the First Baptist Church of Beaumont where Mr. Creel is a Sunday School teacher.

In levying taxes and in shearing sheep it is well to stop when you get down to the skin.

Austin O'Malley

Five Gulf Staters Attend Executive Development Program This Summer

FIVE Gulf Staters have been selected as candidates for executive development programs this summer.



Bill Richard

W. E. Richard, system superintendent of industrial and commercial sales, Beaumont, and **F. L. Marston**, distribution supervisor of the Baton

(Continued on next page)



DOUBLE ANNIVERSARY. June 26 marked a double anniversary for Harrison Simms, Beaumont T&D-Building Services. Fifteen years ago Harrison hired in with our Company and on that date the Beaumont Service Center coffee shop was born and ever since Harrison has been in charge of the shop and has provided T&D personnel and their visitors with dependable, cheerful service along with good coffee served in a pleasant, clean shop.



BATON ROUGE HOME AGENTS WORKSHOP. Appearing on the two-day equipment workshop for associated and home demonstration agents from the southeast district to the Louisiana Extension Service were Mrs. Caroline Daigle, associate home demonstration agent, East Baton Rouge

Parish, Mildred Tribble and Harriet Babin, home service advisors, Baton Rouge. Checking a range in preparation for the workshop are Miss Elizabeth Williams, Mrs. Celia Hissong and Mrs. Verna Guillory, extension specialists from LSU, and Leonora O'Neal, home service director, Beaumont.

Equipment Workshop Presented For Baton Rouge HD Agents

THE Baton Rouge Home Service Department, along with Leonora O'Neal, system home services director, Beaumont, participated in a two day equipment workshop for associate and home demonstration agents from the southeast district of the Louisiana Extension Service, April 29 and 30, in Baton Rouge.

Specialists from the extension service staff and E. S. Krouse, Jr., area development engineer, Baton Rouge, conducted a portion of the workshop, also.

The Home Service Department was responsible for discussing 'Use of Equipment.' Mildred Tribble and Harriet Babin demonstrated the use of electric ranges while preparing an oven meal, cream puffs, fresh vegetables, crepe suzettes, and steak. During this presentation four different electric ranges were used - Frigidaire's Tender-Matic Range, Westinghouse's No-Turn-

Speed-Broil Range, General Electric's Range with the Self-Cleaning feature and Hotpoint's Built-in Equipment. Frances Maxwell presented, "Freeze Yourself Some Spare Time."

Miss O'Neal discussed refri-

(Continued from page 17)

Rouge Gas Department, have recently completed the 1965 Public Utilities Executive Program at the University of Michigan in Ann Arbor, Michigan.



Floyd Marston

The University of Michigan course is designed to benefit the nation's utility company's executives by dealing principally with problems facing top management in business and economics. Lead-

generators and summarized this portion of the program.

Adequate wiring was Mr. Krouse's topic. He gave the group tips on improving electric service in the home. Consumer buying, decision making and care of equipment were presented by the extension specialists: Verna Guillory, Celia Hissong and Elizabeth Williams.

Twenty-five agents attended the workshop.

ing educators and guest lecturers from government and industries conducted the course.



Bob Jackson

R. W. Jackson, assistant secretary, Beaumont, attended the Stone and Webster Managerial Training Course in New York City.

The Stone and Webster course is designed to provide the engineering corporation's clients with

a study into the problems that confront top industry management, and how various tools can be used in meeting these problems.

The course featured two weeks of lectures by outstanding utility industry personnel and a one-week problem workshop. Participants come from utilities in all sections of the United States and Canada.



George S. Cannon, supervisor of production planning, and **Norman D. Head**, director of rates and depreciation,

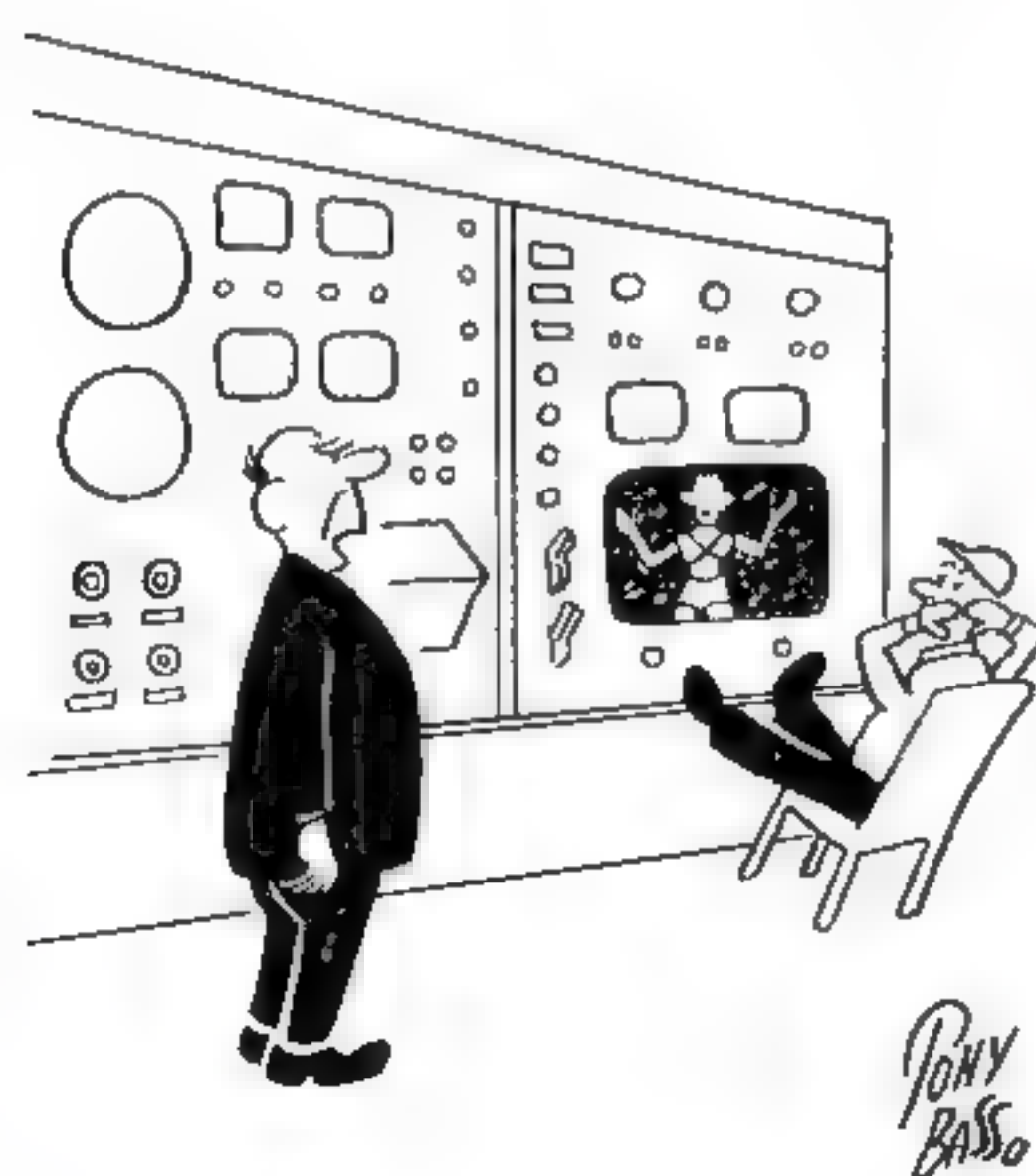
both of Beaumont, will attend the Public Utilities Course at Georgia Tech in Atlanta, Georgia.



Norman Head

The Georgia Tech program is designed to provide participants with the opportunity to live in a university

community, to work closely with participants drawn from scores of diverse companies and representing a variety of managerial functions.



"Who installed that?"

Training to Begin Home Study Course for T&D Personnel

BEGINNING September 1 our Company's Training Department will make available a new home study course for T&D personnel according to Jack Shirey, manager, Training and Safety, Beaumont.

"The course is designed to increase the understanding of T&D employees in electricity, electrical terms and electric systems, actual distribution and transmission line construction and maintenance procedures, and safety rules and regulations.

"This course will be a complete and comprehensive job related course for all T&D people. While ideally suited to personnel in the Line Department, it contains enough basic theory, general information and safety topics to make it valuable to personnel in all departments," Mr. Shirey said.

The course will be a three year program containing three volumes with 18 lessons in each

volume. Each lesson will consist of assigned reading in the text, supplemental reading (furnished by the Training Department), references to distribution standards, references to safe working practices, and questions to be answered and returned to the Training Department.

Enrollment in the course will open around mid-August. A booklet is now being prepared explaining the program and will soon be available in all T&D offices and the Training Department. The first lesson will be mailed September 1.

Text for the course will be "The Lineman's and Cableman's Handbook", 4th Edition, by Edwin B. Kurtz. A copy of the text will be sent to each enrollee.

The supplemental materials that accompanies each lesson will be compiled by company engineers in conjunction with the Training Department.



VISIT NELSON STATION. Three young ladies from the Lake Charles office were recent visitors at Nelson Station. C. H. Watler, operations supervisor, Nelson Station, escorted Edith Paterson, Susan Clynes, Ann Bowers and T. E. Farlow, service supervisor, (not shown) through the plant. Dora Ann Johnson, right, departmental clerk at Nelson Station joined the "up-town" girls in having their picture made.

System Treasury Promotes Six Employees

The following System Treasury personnel changes were made effective July 16.

LUTHER M. RISCHER, supervisor of stores accounting since 1962, has been transferred to System Purchasing as a purchasing agent.



Luther Risher was supervisor of the Lake Charles Storeroom for ten



THRIFT PLAN

THE trustee of the Employees Thrift Plan made the following purchases of Company stock during June covering employee deductions and Company contributions through May:

- 1,873 shares of Common stock at a total cost of \$96,817.55, an average cost per share of \$51.691
- 60 shares of \$4.40 Preferred stock at a total cost of \$5,621.40, and average cost per share of \$93.69.

These cost include brokerage and commission fees.

The trustee also deposited \$14,392.24 with the savings department of the First Security National Bank of Beaumont.

years before being transferred to Beaumont in 1962. He was employed at Lake Charles in 1936 as a messenger.

From 1938 to 1941 he worked in Jennings as a customer's clerk. In 1941 he was moved back to Lake Charles until he left for military service. Upon his return in 1945 he was assigned to the Lake Charles Storeroom. He was made a storekeeper in 1946.

A native of Alexandria, Louisiana, he was raised and educated in Lake Charles. He is married to the former Eldine Babineaux of Eunice, Louisiana. They have five children, James Edward, Linda Marie, Peggy Ann, Nancy Rose, and Susan Gail. They are members of St. Anne's Catholic Church. Mr. Rischer is a member of the Beaumont Chamber of Commerce and the YMBL.

A. G. FONTANA, formerly an internal auditor, was promoted to supervisor of stores and salvage.



Tony Fontana

A native of Beaumont, he has been an employee with our Company since 1923 when he joined a predecessor company, Eastern Texas Electric Company, in Beaumont as an office boy. He served in various auditing and accounting clerk positions until named a stores auditor in 1933. He had been an internal auditor since 1963.

He is married to the former Mabel Guillory of Mamou, Louisiana. He has four married children.

Mr. Fontana was recently elected a life member of the Texas

State Bowling Association of which he was president for three years.

QUINCY R. HOLLIS, JR., internal auditor since 1961, was promoted to administrative assistant in Stores and Salvage Departments.



Quincy Hollis

He was employed as a customer contact representative at Conroe in 1948. He was transferred to Beaumont later that year. He worked in various accounting positions until made a senior clerk in Stores Accounting in 1951. He has also been a senior clerk in General Accounting.

Mr. Hollis was raised and educated in Houston. He is married to the former Barbara LeMare of Beaumont. They have two children, Bobby Rae and Rodney Wayne. They are members of the North End Baptist Church.

GEORGE L. IRVIN, III, assistant supervisor of stores and accounting, since May 1, 1965, was promoted to supervisor of stores accounting.



George Irvin

Mr. Irvin has held various accounting and purchasing positions since coming to work at Beaumont in 1957.

He is a native of Beaumont and is married to the former Jo Ann Ruff of Beaumont. They have three children, George, IV, Julie and Melissa. Mrs. Irvin is a former Beaumont employee.

RICHARD T. GREEN, formerly an accountant in General

Accounting, was promoted to internal auditor.



R. T. Green

He joined our Company in 1959 as a general clerk in Accounting. A native

of Beaumont, he was graduated from Lamar Tech with a BBA degree in 1964.

He is married to the former Anne Sue Willis of Beaumont and they have one daughter, Cindy. They are members of the First Baptist Church where he teaches a primary Sunday School class.

WILLIAM B. REYNOLDS, formerly an accountant in

the Budget, Financial and Regulatory Reporting Department, was promoted to customer accounting coordinator in the Systems



Bill Reynolds

and Procedures Department.

He has been with our Company since 1956. A native of Beaumont, he attended Lamar Tech. He is a four year veteran of the U. S. Air Force. He is Cubmaster of Pack #20.

He is married to the former Helen Vance of Tooele, Utah. They have three children, Russell, Debbie and Laurie. The Reynolds are members of the Church of Latter Day Saints.

Write it in your heart that every day is the best day in the year.

Ralph Waldo Emerson

Industry Spent \$152.7 Million

On Research in 1964

RESearch and development expenditures by 148 electric utility companies, by Edison Electric Institute and by 14 manufacturers on research and development activities specifically identified with electric utility equipment totaled \$152.7 million for 1964.

In a just-completed survey, the electric utility companies reported research and development expenditures of \$46.1 million, EEI reported \$1.1 million, and the manufacturers reported \$105.5 million to make a total of \$152.7 million.

The figures represent preliminary results of a study, conducted by EEI's research development, which covers the research being carried out in the equipment and techniques of the electric utility industry.

These totals are conservative measures of the magnitude of research and development being devoted to the electric power industry and the benefits of its customers.

The three atomic research projects in which our Company participates have cost our Company in excess of \$1 million. These projects are the Texas Atomic Energy Research Foundation, Southwest Atomic Energy Associates and High Temperature Reactor Development Corporation.

The TAERF is composed of ten Texas electric utilities working with General Dynamic Corporation on a \$10 million research program in the field of controlled fusion.

SAEA is composed of our Company and 16 other utilities in the Southwest with the objective of

developing an advanced type of fission reactor. Fission of uranium is the source of heat being used in all presently operating nuclear power stations.

HTRDC is composed of 52 utilities from across the nation and has just completed construction of an atomic power station in Pennsylvania with the assistance of the U. S. Atomic Energy Commission. This project is busy with research toward advancing the technology and economics of nuclear power generation. It's hoped that the Pennsylvania plant will provide a shortcut to the goal of economically generating nuclear power.



**Congratulations
On Your
Promotion**

James A. Johnson, repairman second class, Neches Station.

Ted A. Mitchell, truckdriver, T&D-Line, Beaumont.

Ronald W. Trotti, serviceman second class, Beaumont T&D.

Richard Willis, garage mechanic second class, Beaumont T&D.

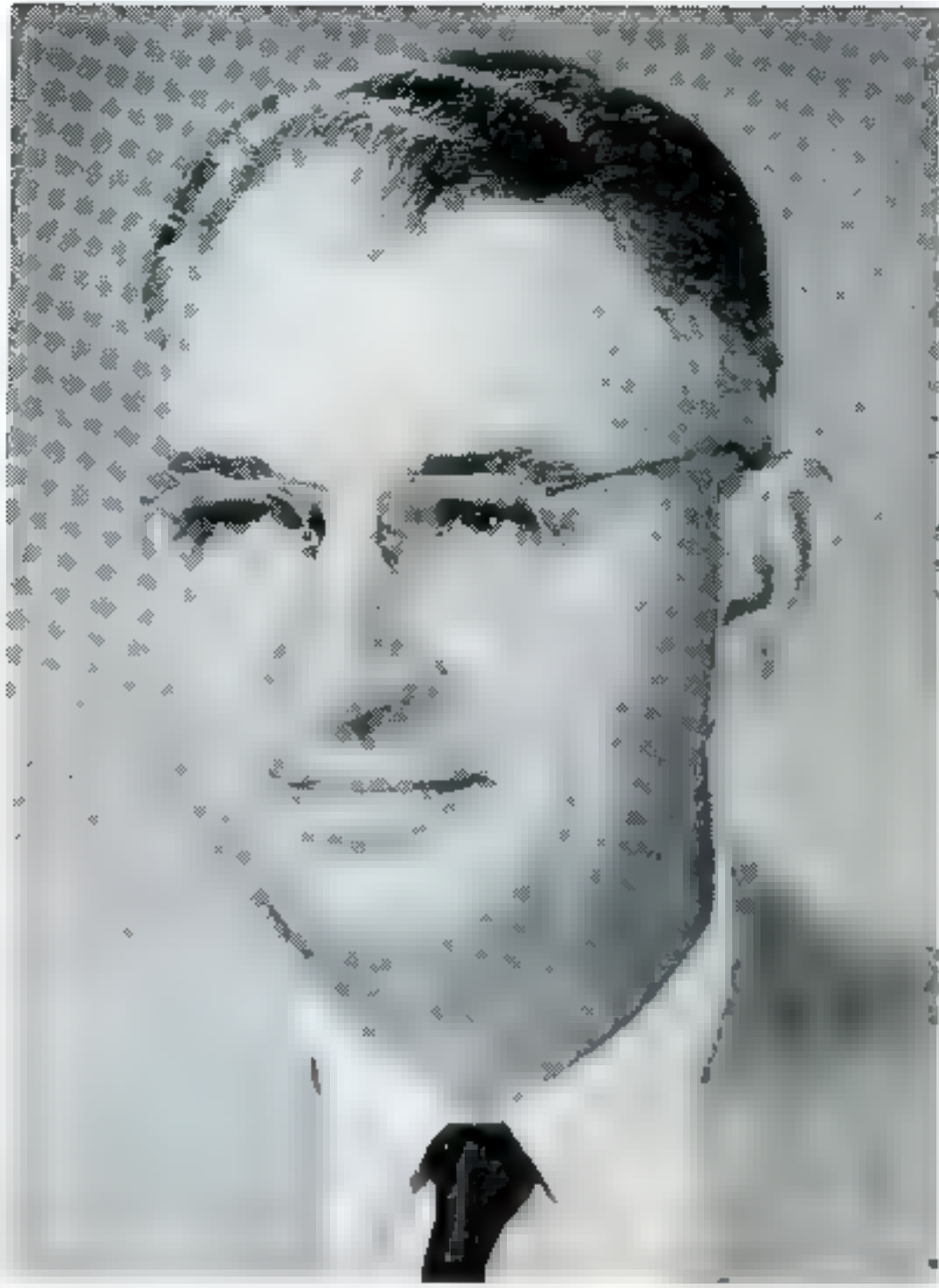
Neil M. Teague, relayman first class, Engineering - Relay and Communications, Beaumont.

Robert L. Hill, laborer II, Sabine Station.

Buster J. DuBose, lineman fourth class, Navasota.

John F. Brumfield, commercial sales representative senior, Lake Charles.

Clifford P. Mathews, lineman fourth class, Lafayette.



J. Roy Peckham, Sr.

August

Retirements

J. R. Peckham, Sr.

A. G. Delaroderie

E. O. Fischer

Mrs. Sibbie Ristoff

J. ROY PECKHAM, SR., has been an employee of our Company since May 8, 1929, when he came to work as a clerk in the Billing Department in Beaumont. Later that year he was transferred to Navasota as a bookkeeper and was transferred back to Beaumont in 1930.

For the next 16 years Mr. Peckham worked in various clerk positions in Beaumont during which time he worked in almost all of the offices in the Beaumont and Navasota Divisions as a relief cashier and a traveling cashier.

In 1945 he was promoted to district superintendent in Alvin, Texas. When our Company swapped the Alvin properties with another utility company, Mr. Peckham was transferred back to Beaumont as district superintendent in the Gulf District. He has been district superintendent in Lafayette since 1953.

A native of Crowley, Louisiana, Mr. Peckham is married to the former Gertrude Christopher of Lake Charles. They have one son, J. Roy, Jr., an employee in the Beaumont Division Engineering Department. They are members of the Episcopal Church. They will continue to make their home at the Westchester Arms, Apt. 16, in Lafayette.

The Peckhams plan to do extensive travel in their newly purchased travel trailer. Mr. Peckham says he'll rest while his wife, who is an artist and an art teacher, paints.

Mr. Peckham is a member of the Lafayette Rotary Club, the Lafayette Chamber of Commerce, the Opelousas Chamber of Commerce, the Abbeville Chamber of Commerce and the Petroleum Club.

A. G. DELARODERIE, a native of Baton Rouge, has been with our Company since coming to work on January 1, 1920, as a troubleman in Baton Rouge.

By 1925 he had advanced to foreman of the Service Department. He was named assistant to the electric distribution superintendent in 1933 and was made a distribution engineer in 1941.

In 1946, he was named supervisor of buildings and equipment.

He has been garage foreman since 1953.

Mr. Delaroderie is married to the former Ruth Causey and they have a daughter, Mary Ann, a senior at Baton Rouge High School. They are members of the Catholic Church. The Delaroderies live at 704 N. 11th St. in Baton Rouge.

Mr. Delaroderie is a Navy veteran of World War I and is a member of the American Legion.

E. O. "DUTCH" FISCHER has been with our Company since coming to work as a night operator at Conroe on March 1, 1927.

He was transferred to Beaumont in 1928 as an assistant auto mechanic. In 1929 he became a night auto mechanic and in 1941 was made a mechanic first class. He has been shop foreman in Beaumont Garage since December, 1950.

Mr. Fischer, a native of Giddings, Texas, is married to the former Monnie Harris of Conroe. They are members of the Bethlehem Lutheran Church and resided at 1606 Pauline in Beaumont.

Mr. Fischer plans to do some fishing and hunting with some traveling and visiting with the grandchildren thrown in.

SIBBIE A. RISTOFF, a clerk in the Beaumont Stores, has been employed by our Company since August 14, 1946.

A native of Beaumont, Mrs. Ristoff is a graduate of Beaumont High School. Prior to coming to work for our Company she worked in a Beaumont publishing company and a shipyard during World War II.

Mrs. Ristoff says she plans to do some traveling after retirement.



Mrs. Sibbie Ristoff



A. G. Delaroderie



E. O. Fischer

H. E. Turner Named Outstanding Fisherman in Baton Rouge Division Fishing Rodeo

H. E. TURNER, serviceman in Baton Rouge T & D, was awarded the Outstanding Fisherman's Trophy as Baton Rouge Division Gulf Staters gathered at the Louisiana Station Assembly Hall June 16 to divide up over \$2,000 in merchandise prizes following the 10th annual Gulf States Utilities Employee's Fishing Rodeo.

Mr. Turner won the trophy after a drawing to break a three-way tie with **Dave Bourgeois** and **J. W. Hebert**. He got into the tie by scoring on the point system for bringing in a two-pound four-ounce bass, a three-pound catfish and a five-pound four-ounce roughfish.

Other prizes awarded ran from \$3 in merchandise up to the top prize of \$100 in merchandise won by **E. D. Vallet** for bringing in the biggest bass, an entry that tipped the scales at five pounds, 13 and a quarter ounces.

The fishing rodeo began at 6 p.m., May 28, and ended at noon on June 6 at False River and Old River, two former bends in the Mississippi west of Baton Rouge cut off years ago when the mighty river decided to shorten its meandering course. Both spots have long been favored by anglers in the Capital City area.

Rodeo participants reported that plenty of bass were caught at False River on purple worms and dollflies, but not very many big ones. Only one bass over five pounds was taken and only six that topped four pounds were brought in. Bass fishing was extremely poor at Old River, as had been anticipated, but other fish were caught in abund-

ance, mostly by using live baits and trolling with artificial spinners.

Many of those who took part in the rodeo camped out overnight and some spent the entire week fishing as part of their vacation.

B. W. Umberger was chairman of the rodeo and **Don Blue** was secretary-treasurer. **John Hood**, **Paul Bernard**, **James Harvey**, **Bobby Kirkpatrick** and Mr. Bourgeois were solicitors.

Recent Transfers

Walter L. Sikes, transferred from Beaumont Service Department to T&D-Line as a lineman first class.

John W. Beard, transferred from Beaumont Service Department to T&D-Line as a lineman first class.

James D. Maines, transferred from Beaumont Service Department to T&D-Line as a lineman first class.

Lloyd D. Bell, transferred from Beaumont T&D-Line to Service Department as a serviceman first class.

Dallas J. Boullion, transferred from Beaumont T&D-Line to Service Department as a serviceman first class.

William L. English, transferred from Beaumont T&D-Line to Service Department as a serviceman first class.

Clyde J. Bondreaux, transferred from Riverside Station and promoted to repairman second class at Sabine Station.

(Continued on next page)

(Continued from page 23)

Thomas E. Hebert, transferred from Riverside Station to Sabine Station as a test technician first class.

James M. Hale, transferred from Riverside Station to Roy S. Nelson Station as an electrician first class.

Gulf Staters in the news

A. H. Demers, superintendent, Roy S. Nelson Station, has been re-elected secretary-treasurer of the Westlake Rotary Club for 1965-66.

Eddie Belair, storekeeper, Jennings, has been elected a director of the Jennings Lions Club.

John Bordelon, residential sales representative, Jennings, has been re-elected secretary of the Jennings Lions Club.

Chairman Morrison, was elected vice president of the Texas Atomic Energy Research Foundation at the May meeting of the directors in Dallas.

President Richard has been appointed vice chairman of the 1965 campaign of the United Appeals of Beaumont and North Jefferson County. He will head the advance gifts department during the fall drive. Mr. Richard is a member of the board of directors, chairman of the finance committee and former chairman of the budget and admissions committee.

Sympathy to:

E. C. Martin, master test technician, Sabine Station, on the death of his father, C. I. Garland of Port Arthur.

John M. Cole, mechanic's helper, Sabine Station, on the death of his grandmother, Mrs. Leola

Gertrude Martin of Harrisburg, Texas.

Clinton E. Calvert, general maintenance supervisor at Louisiana Station, Baton Rouge, on the death of his son, Clinton, Jr., 14, on July 6.

Students, Teachers Express Appreciation for Being Chosen For Nuclear Symposium

FROM SOUR LAKE:

Dear Mr. Reagan:

I want to thank you for all your work directed toward making our participation in the Nuclear Science Symposium such a pleasure. It was the most pleasant and inspiring experience of



TEAM WINNERS IN BOWLING TOURNAMENT. Port Arthur team members, G. L. Hagler, W. J. LeBouef, Curtis LeBlanc and John Vice, show off the four first place trophies they brought home, along with \$20 in cash, from the fourth annual Gulf Staters' bowling tournament held in Lafayette on May 1-2. Other top spots were taken by two Baton Rouge teams, the Crack Pots, who took second place awards of \$16 and four trophies, and the Krouse and Whitehead team, who finished third and received \$10. In the picture at the right, Paul Granger and Honore Miller of Lafayette display the six trophies they won during the tournament. Between the two of them they took first place or second place in all events



for doubles and singles. Mr. Granger finished first in the singles event and the all events handicap. Mr. Miller finished first in all events scratch and second in all events handicap. Other events winners were: doubles, Tony and Joe Fontana, Beaumont, second; T. J. Thayer and Joe Olivier, Lafayette, third; Jane and Emery Fruge, Lake Charles, fourth; and Curtis LeBlanc and John Vice, Port Arthur, fifth; singles events, Buddy Ringuet, Jennings, second place; Ken Londers, Beaumont, third place; Howard Buschmihle, Baton Rouge, fourth place; Frieda Ringuet, Jennings, fifth place; and Hubert Landry, Lake Charles, sixth place; all events scratch, Emery Fruge, second place.

its kind that I have had in recent years, and I believe that the impact of it on the students must have been all that the planners anticipated.

The speakers could hardly have been better chosen for their ability to interest and inspire an audience; and the organization and management were remarkable. I could not suggest a thing to make the next one better!

Thank you for asking Hardin-Jefferson High School to take part. We are most grateful.

Sincerely,

Mrs. L. R. Thompson
Sour Lake Teacher

FROM CONROE:

Dear Mr. Reagan,

Please excuse me for writing so late, but I do want to thank you for inviting me to attend the Symposium. I really enjoyed my stay. I thought the talks were very interesting. I did enjoy the lab visits the most.

I hope that in the future many more students will be able to attend the meetings. I know much more about nuclear science now, and I am thankful that I was privileged to learn such things.

Thank you again. I wish I could attend the Symposium again.

Sincerely,

Herbie Adcock
Conroe Student

FROM SILSBEE:

Dear Mr. Reagan:

I would like to thank you and Gulf States for a very nice trip to Austin and the Nuclear Science Symposium. Please express my thanks to the proper Beaumont and Gulf States personnel as I am unaware of the other people involved other than Mr. Norvell.

I believe this meeting was very beneficial to me. It brought me up-to-date in several phases of nuclear research that is not yet in our text books, so I feel it



NAMED OUTSTANDING MEDICAL STUDENT. Dr. Robert E. White, left, son of Mr. and Mrs. Earl White, operations manager, Beaumont, receives the outstanding achievement award in the field of surgery at June graduation exercises at St. Louis University's School of Medicine. Presenting the award is Dr. Robert H. Felix, dean of the university's school of medicine.

will be useful in my science teaching. Perhaps I can interest some of my better students to become more interested in nuclear science as it indeed is the most challenging of the moment, and I might add, fascinating.

Arrangements could not have been nicer, nor speakers more interesting to hear. So again, thanks for a job well done. We appreciate your interest in our school's science department; drop by to visit us sometime.

When you get the new film, or other materials that I might use, please notify me.

Thanks,

Mrs. Henry Donelson
Silsbee School Teacher

Welcome!

New
Employees



Thomas R. Coggins, helper in the Beaumont T&D-Line.

Michael W. Beasley, helper in the Beaumont T&D-Line.

Everett B. Davis, Jr., helper in the Beaumont T&D-Line.

Robert D. Havard, helper in the Beaumont T&D-Line.

Gwendolyn S. Christian, departmental clerk in the Beaumont T&D-Engineering.

(Continued on next page)

(Continued from page 25)

Lawrence S. Guerin, helper in the Baton Rouge T&D-Line.

John P. Henry, helper in the Baton Rouge T&D-Line.

Joseph L. Lindsly, helper in the Baton Rouge T&D-Line.

Mary A. Knight, departmental clerk in the System Records, Beaumont.

Norma G. Bradford, key punch operator, System Billing Records, Beaumont.

Billie E. Steinbach, clerk in Customers Accounting, Credit and Collections, Beaumont.

Lauria B. Blount, clerk in Customers Accounting, Baton Rouge.

Patricia S. Willett, floor saleslady, Beaumont.

Shirley C. Rice, stenographer, Beaumont Division Sales.

Sally W. Pelton, home service advisor, junior, Baton Rouge.

Weddings



Beverly A. Harmon, departmental clerk, Records, Beaumont, was wed to **Barry Boecher** on May 28.

Lynn P. Simoneaux, Jr., test technician second class, Willow Glen Station, and **Nita S. Brown** were married on May 21.

Carolyn R. Spell, local office clerk, T&D, Jennings, was wed to **Leonard A. Habetz, Jr.** on June 5.

Harry Shepherd, Engineering, Beaumont, and **Miss Kathleen Mudd** were married June 18 in the First Methodist Church of Nederland. Kathleen is employed by Sun Pipe Line Company.

George W. Adams, line foreman, Liberty, and **Thee Opal K. Poland** were wed on June 12.

Horace A. Taylor, second fireman, Neches Station, and **Brenda W. Kraus** were wed on June 17.



MANAGER FOR LITTLE LEAGUE. A. V. Leverett, left top row, equipment operator at Sabine Station, managed this fourth place Little League team in Bridge City. Assistant manager was E. H. Parker, right. Team members are, middle row: David Young, Dennis Hairs, Robert Clark, David Rutledge, Roland Etheredge, Larry Schexnider, Mike MacCammond, and Don Noel; bottom row: Rickie Parker, Bradley Roy, Ronnie Rayburn, Mitchell Leverett, Miss Sandy Darby, team sweetheart, Douglas Hawthorne, Douglas Crawford, and David Crawford. Mr. Leverette has been working with Little League for eight years, five in Sulphur and three years at Bridge City. The managers took the team to the Astrodome in Houston to see the Astros play ball on June 19.



Mr. and Mrs. Charles Berry, T&D-Line, Jennings, on the birth of their son, **Harry Joseph**, May 31.

Mr. and Mrs. Lloyd E. Crawford, Accounting, Huntsville, on the birth of their daughter, **Deanna Lynn**, May 14.

Mr. and Mrs. Howard E. Austin, T&D-Line, Port Arthur, on the birth of their daughter, **Allison Anne**, June 5.

Mr. and Mrs. Robert C. Herbert, Nelson Station, on the birth of their daughter, **Toni Diane**, May 25.

Mr. and Mrs. Theodore L. Jones, Jr., Relay, Beaumont, on the birth of their son, **Kenneth Lee**, May 5.

Mr. and Mrs. Bernard J. Stott, T&D-Line, Orange, on the birth of their son, **Jonathan DeWayne**, May 18.

Mr. and Mrs. Kenneth C. Gerstenberg, industrial engineer, Lake Charles on the birth of their daughter, **Helena Elizabeth**, June 3.

Mr. and Mrs. John H. C. Joseph, Building Services, Beaumont, on the birth of their son, **John H., Jr.**, June 14.

Mr. and Mrs. William R. Bryant, Jr., T&D-Line, Beaumont, on the birth of their daughter, **Shelly Aileen**, June 17.

Mr. and Mrs. Charles B. Wright, Engineering, Beaumont, on the birth of their son, **Brent Duane**, June 18.

Mr. and Mrs. Rufus L. Lavergne, T&D-Line, Jennings, on the birth of their son, **Howard Scott**, June 1.

Mr. and Mrs. Andrew Landry, T&D-Line, Lake Charles on the birth of their son, **Michael Scott**, June 17.

Mr. and Mrs. Wallace Wayne Sullins, industrial engineer, Beaumont, on the birth of their son, **Daniel Wayne**, May 28.

Mr. and Mrs. James A. Meitzen, test supervisor, Riverside Station, on the birth of their daughter, **Lisa Marie**, June 14.

Mr. and Mrs. Otho G. Caver, Engineering, Beaumont, on the birth of their son, **Randell Gene**, June 15.

Mr. and Mrs. Boyd S. Eisworth, T&D-Substation, Baton Rouge, on the birth of their daughter, **Sandra Lynn**, June 23.

Mr. and Mrs. Elmer M. Wheeler, T&D-Line, Port Arthur, on the birth of their daughter, **Tammy Lynn**, June 18.

Mr. and Mrs. V. Westh, mechanical maintenance supervisor at Louisiana Station, on their fourth grandchild. Their daughter, **Missy**, now has a boy, **James A. Pouche, III**. The parents are Mr. and Mrs. James A. Poche, Jr.

Mr. and Mrs. Milton J. Pellerin on the birth of their sixth child, **Mary Rebecca**, July 4. Milton is a truckdriver in the Port Arthur Line Department.

Mr. and Mrs. Herbert Eickenhorst on the birth of their son, **Jason Niel**. Mr. Eickenhorst is a member of the Navasota Substation Crew.

It takes a lot of things to prove you are smart, but only one thing to prove you are ignorant.

Don Herold

We can't cross a bridge until we come to it; but I always like to lay down a pontoon ahead of time.

Bernard Baruch

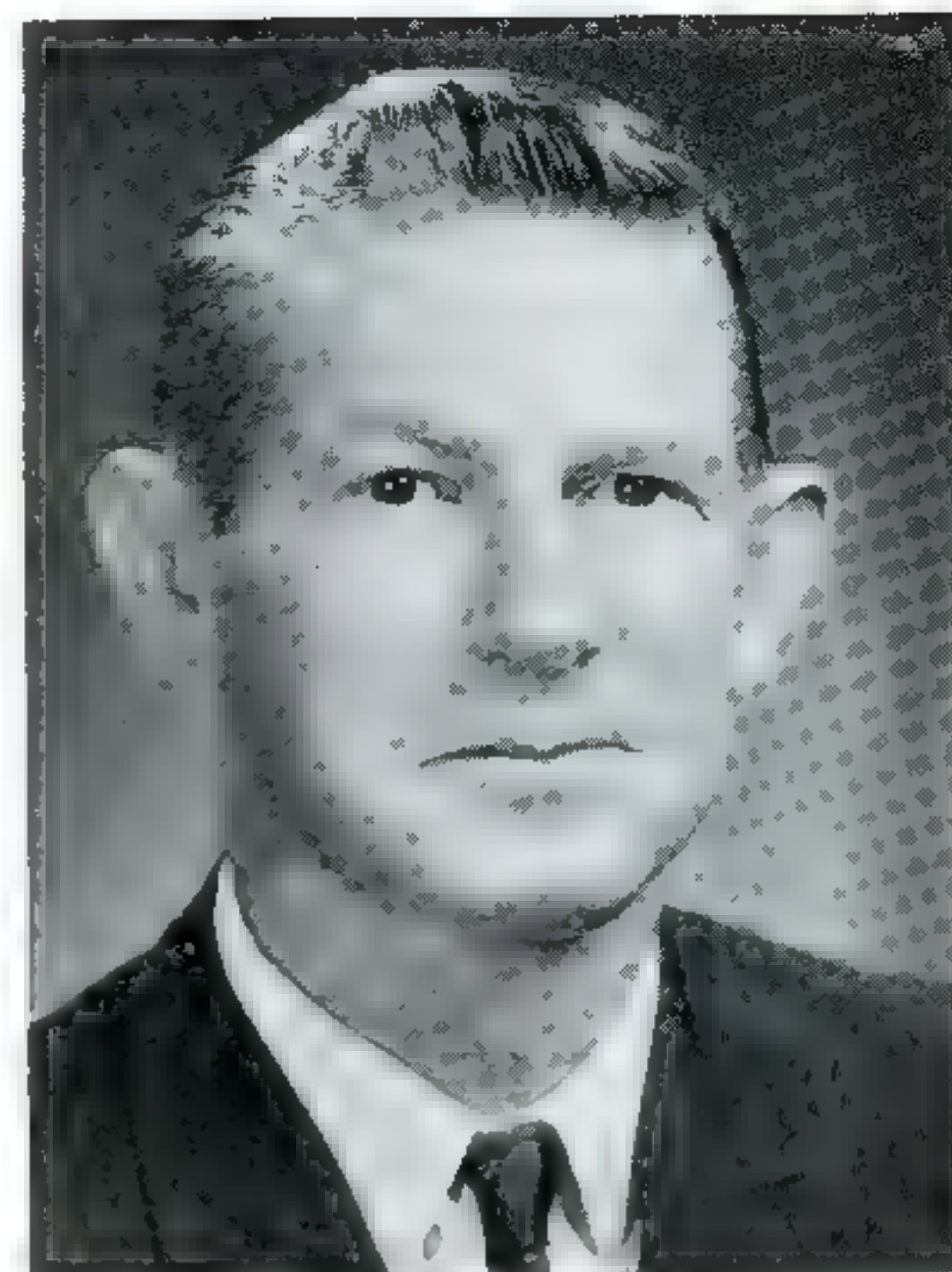
Claude Britnell Dies Following Electrocution

FUNERAL services were held July 21 in Groves, Texas, for **Claude Dean Britnell**, 32, a line-man first class in the Port Arthur T&D.

Mr. Britnell was electrocuted July 19 while working on a power line. He died about an hour later in Mid-Jefferson County Hospital.

He had been in the Port Arthur Line Department since joining our Company on July 25, 1955.

He was a member of Trinity Baptist Church in Port Arthur and was a 1951 graduate of Thomas Jefferson High School. A veteran of the Korean War, he



Claude Britnell

was also a member of the American Legion.

Survivors are his wife, Mrs. Patsy Britnell, 1306 South, Port Neches, Texas; four sons, Ricky Dean, Randy Glenn, Kenneth Ray and Barry Nolan, all of Port Neches; his parents, and three brothers.



TEACHER RETIRES. Mrs. Martin Wagon, wife of Martin Wagon, residential sales representative, Jennings, recently retired from a teaching career that began in 1929. She has taught 29 years in Jeff-Davis Parish. She first taught at Jennings High School and was junior and senior girl's basketball coach. Later she did departmental teaching in the elementary grades. She was principal at Northside Elementary School for four years and principal at Southside Elementary school for four years. For the past five years she has taught social science at JHS. J. T. Simmons, principal of the high school, presented Mrs. Wagon with a pair of sterling silver goblets as she was honored by the faculty at a morning coffee.



LAKE CHARLES WINNERS. Leonard Ernst, Lafayette, Norman Lee, Lake Charles, Jack Shirey, Beaumont, and Gene Russell, Neches Station, were the only winners in the Lake Charles tournament that stayed around long enough to have pictures made. Messers. Ernst, Shirey and Daigle were members of the first place team and Mr. Ernst also received the trophy for being the medalist. Mr. Lee was a member of one of the teams that flipped for third place. Mr. Russell shared low net first place with Horace LaCombe of Lafayette; both received trophies.



URNS IN SCORE. Jim Towers of Beaumont, turns in his score to J. R. Laughlin, seated, Diane Carson and Paula Davis, scorekeepers. Looking on are Malcolm Williams, Lake Charles, and Horace LaCombe, Lafayette. Eighty eight Gulf Staters entered the tournament.

Results of Lake Charles, Baton Rouge, Memorial Day Golf Tournaments

MEMORIAL DAY weekend may have been a time of rest for most Company employees but not for a hearty lot who battled heat, mosquitoes and repeated frustrations to play in golf tournaments at Lake Charles and Baton Rouge.

Team competition replaced the usual individual battling at Lake Charles, where 88 Texas and Louisiana employees fought it out Monday, May 31, with the finely-groomed but gruelling Lake Charles Country Club course. Coming out in front of the pack was a team composed of **Leonard Ernst, Jack Shirey, R. J. Robertson and Jimmy Daigle**. Each received a putter, umbrella and three golf balls.

Mr. Ernst proved to be the meet's "Arnold Palmer," carding a 79 for medalist honors. Thanks to a handsome trophy, he'll remember the day for some time.

The second place team was made up of **Ed Hodges, T. C. Franklin, Randy McAlpine and Bill Harland**, each receiving a

putter and umbrella. A tie cropped up for third place but a 19th-hole coin flip gave the honors—and loop—to a foursome comprised of **Bill Barksdale**, **Norman Lee**, **Hermann Miller** and **Ward McCurtain**. Each got an umbrella and three balls.

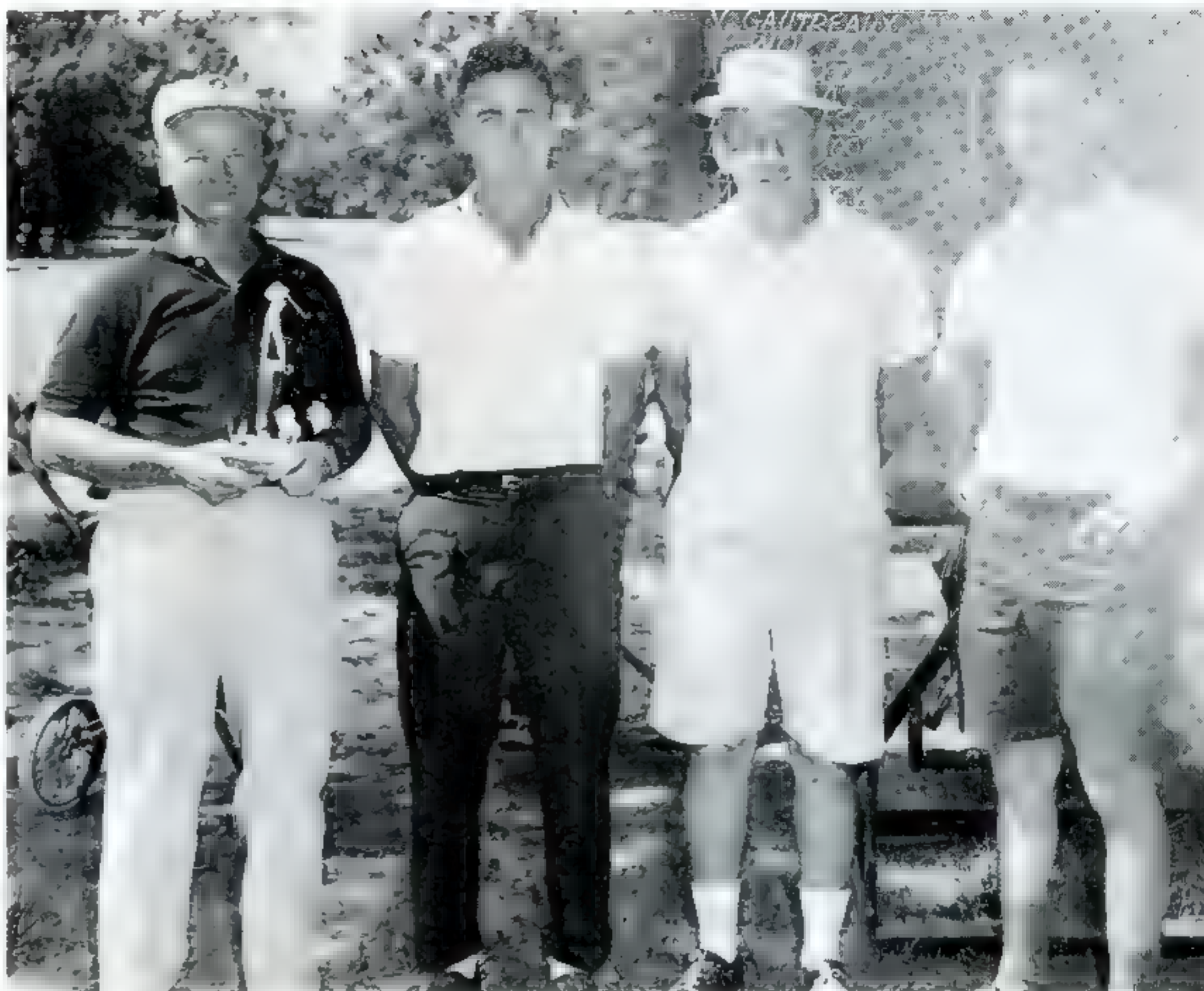
The fourth-place team included **Ray Pace**, **James Johnson**, **Gene Russel** and **Jerry St. Dizier**. Each received three balls. **Joe Fontana** won the hole-in-one contest and got a set of club covers for his placement on the par three, 155-yard No. 3 hole. **Mrs. C. R. Brinkley** got an umbrella for winning the women's putting contest and **Horace LaCombe** and **Gene Russell** shared low net first place. Each won trophies.

A blind nine handicap system was the order of the day at Baton Rouge, where 38 employees toured the tight, wooded Webb Memorial Golf Course.

Reeves Garrison fired a nine-over-par 81 to nail down first place in the championship flight. **Tom Boone** carded a 94 for first place in the first flight, **Mel LeBlanc** claimed the second flight with a 99, **Pat Murphy** bagged the third flight with a 107 and **J. R. Braud** parlayed another 107 for first place in the fourth flight.

All flight winners received trophies in the annual tournament that usually draws twice as many entries. A conflict with the employees' fishing rodeo and a departmental trip to the Astrodome in Houston trimmed this year's entry list considerably.

Mr. LeBlanc drilled his shot to within 5 feet 5½ inches from the cup on the par three, 140-yard No. 3 hole to win the hole-in-one contest. **Phil Levert** missed the championship payoffs but got in under the wire by winning the "best dressed golfer" award. And the Baton Rouge tourney had its "duffer of the day" when **Robert Reid** courageously checked into the score desk with a 55-over-par 127.



BATON ROUGE WINNERS. Available to have their pictures made following the Baton Rouge tournament at Webb Park were: Reeves Garrison, winner of the championship flight; J. R. Braud, fourth flight winner; Mel LeBlanc, second flight and winner of the hole-in-one contest; and Tom Boone, first flight winner. Other winners were: Pat Murphy, third flight winner; Phil Levert, best dressed golfer; and Robert Reid, who received the crying towel for the highest score.



SAD STORY POSTED. All eyes are on the scoreboard as Stan Lucky posts scores. Looking on are John Ellis, Ray Deaton, R. M. Andrews, Don Wilson, Mel LeBlanc and W. J. "Dub" Goodwin. Seated are Margaret Lucky and Ed Loggins.

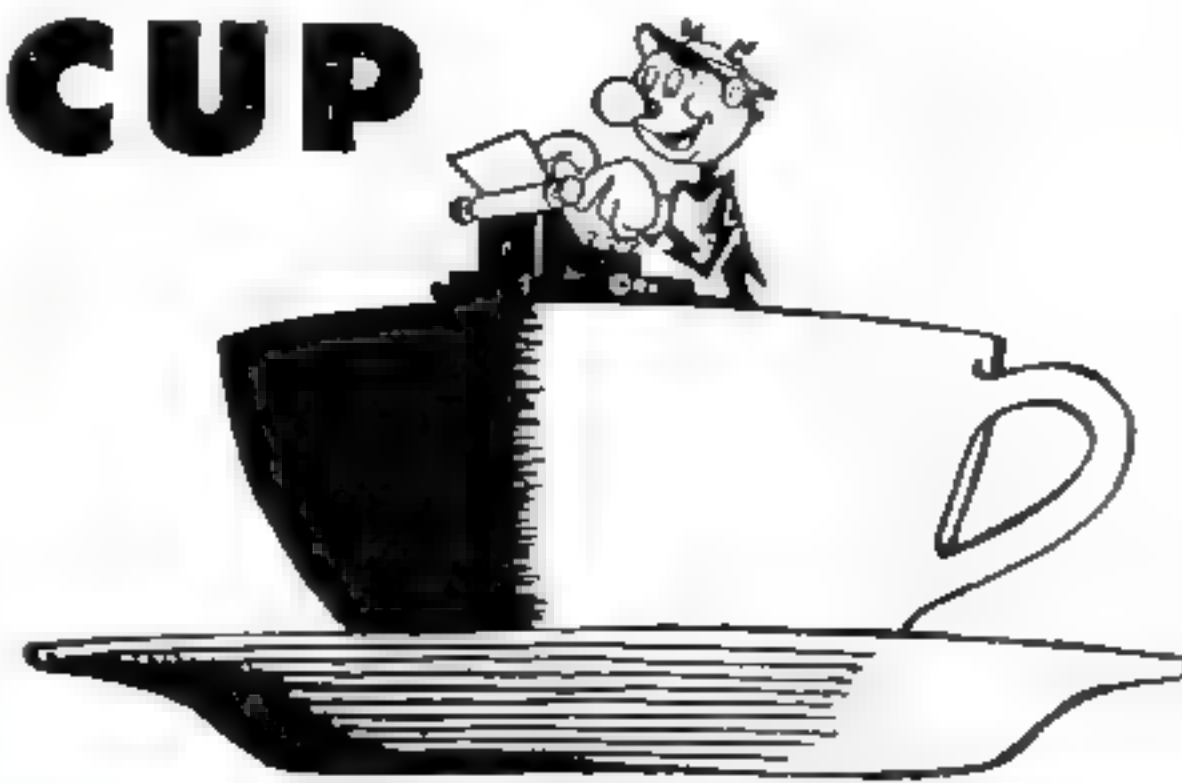


PICNIC. The families of "D" shift employees of Louisiana Station enjoy their spring barbecue at UCT grounds in Baton Rouge.



ON VACATION TRIP. Sidney, Pamala and Danny, Jr., children of Mr. and Mrs. D. R. Blanchard, have their picture made on one of the large rocks at Turner Falls, Oklahoma. Mr. Blanchard is an electrician at Nelson Station.

COFFEE CUP



H. G. "RED" HORNSBY, our new operating superintendent, journeyed to the nation's capital to attend the annual United Commercial Travelers meeting.

Delegates to the 78th annual convention of the group held at the Washington Hilton Hotel represented 48 states and 10 Canadian provinces.



SCHOOL HONOR. Karen, daughter of Mr. and Mrs. Clyde V. Wilson, Baton Rouge T&D-Line, was awarded the plaque for having the highest scholastic average for fourth, fifth and sixth grades at Jefferson Terrace Elementary School. It was presented by the school principal at the honors assembly. Karen was secretary of the student council and also received a straight "A" certificate each year of school. Her hobbies are playing softball, swimming and water-skiing.

While at the convention, Mr. Hornsby was presented the 'Rose For The Living' for outstanding achievements in the Local and Grand Councils.

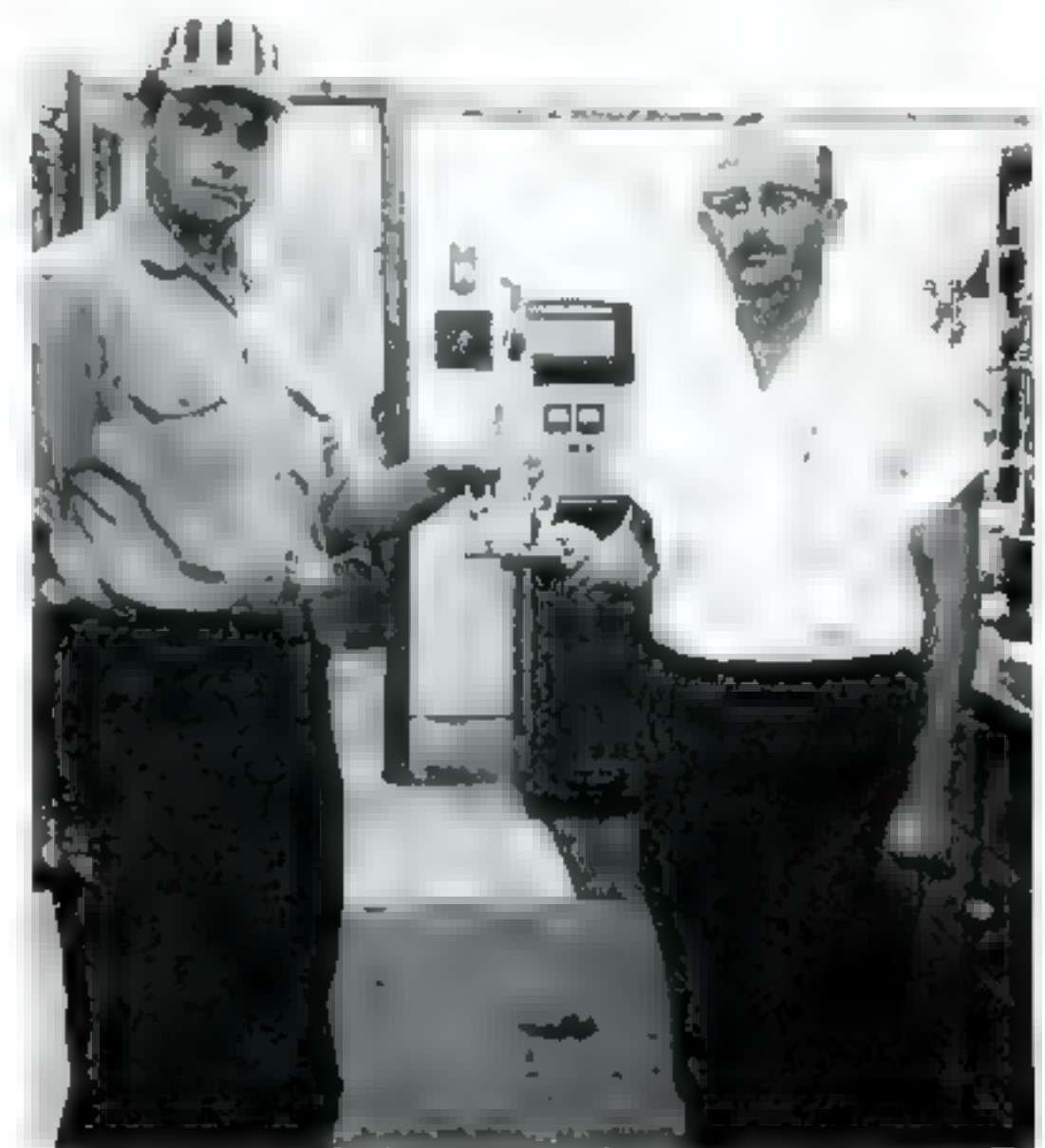
—By Virginia Yarbrough

MAXIE L. THOMAS, Baton Rouge Gas employee, and his wife, Shirley, and their son, John and Kelly, spent the week of June 14 in Mexico, visiting with missionary friends, Ollie Lovette in Victoria and Ivan Potter in Llera.

Maxie and his family spent much of their time sightseeing. One of their more exciting experiences was eating supper with the Indian. Their only complaint about the trip was the temperature—112 degrees in the shade.

Miss Ann Mayfield is the new stenographer to **J. C. Spengler**, superintendent, Gas. Ann is also the new PLAIN TALKS reporter for the Gas Department. She came to work on June 1.

—By Ann Mayfield



NEW CHAMP. Buck Morton, electrical maintenance foreman, Louisiana Station, receives the Louisiana Station golf trophy from Ken McCullough, last year's winner. Buck had a low score of 95 in the Baton Rouge employee golf tournament on May 31. This low score made him champ of the Louisiana Station golfers.

LOUISIANA STATION

SAMMIE McKENZIE got those St. Louis Blues again, so he took the wife and **Donald Wayne** and headed for the hills. They spent three weeks just relaxing and visiting with relatives and friends.

Say Eddie, tangled with any bears lately? While vacationing in Yellowstone, **Eddie Kopp** had a run in with a bear. The bear got mad and tore up the Kopp's tent. But all in all Eddie said he and the family had a marvelous time.

If you want to know where the fish are biting just ask **William Dupuy**. William did a lot of fishing while on vacation, but the only trouble was "it just wasn't long enough."

The gang at Louisiana Station really gave me a warm welcome back when I returned to work. I had a month's vacation but spent

most of it in the hospital and the rest at home recuperating. Certainly is good to be back.

EATING, socializing and fun were the passwords for May 26, when the men of "D" shift, operators, Louisiana Station, and their families gathered for their regular spring outing at the U.C.T. Park on Florida Street.

The men arrived at 10 a.m. to begin cooking and preparing the menu. **John Liddell** performed the duties of head chef while **C. L. Blackwell** was his assistant. **John Hebert** and **Scofield Davis** prepared 150 pounds of Louisiana crawfish with the help of **Ben Williams**. Helping out in the cook's shed were **Edward Kopp**, **Ed Simms** and **H. W. Webb**.

Taking care of the refreshment department were **Malcolm Holmes**, **Jim Burleigh** and **C. V. Johnson**.

Sherman Arnold and **W. E. Dupuy** were delegated errand

man and clean-up man respectively. **Robert Giroir** was organizer and co-ordinator.

The families arrived around 3:30 p.m. There were games and bingo for the children. Supper was served at 5 and included catfish, hush puppies and potato salad with the boiled crawfish as a side dish. After supper there was a drawing for the children's door prize, a big watermelon, which was won by **Tim Williams**.

ALL parents are proud when their children receive their first and probably most cherished diploma.



Dianne Beatty

Mr. and Mrs. Roy N. Beatty were unusually so when their charming daughter **Dianne** received her diploma on May 24, from St. Anthony High School.

(Continued on next page)



TRANSFER PARTY. The Baton Rouge office employees said good-bye to **Jim Stelly**, formerly supervisor of commercial sales, on June 25. Mr. Stelly has been promoted to supervisor of industrial and commercial sales in the Port Arthur Division.



TOP STUDENT. **Keith LaFleur**, son of **Lee LaFleur**, section head in Lake Charles Engineering, is receiving the Bell Telephone Science Award. He was one of the four valedictorians at Marion High School graduation, May 31. He also received the American Legion and the Athletic Letterman Awards. He played in the band during his freshman and sophomore years and took part in athletics during his last two years. He was president of the Interact Club and a member of the Future Business Leaders of America.



STRONG MAN. Seven-year-old **Vernon Keith McGee** played the role of "Strong Man" in the school circus at Travis Elementary at the close of school. On his birthday on June 12, the "Strong Man" was treated to a trip to Houston, where he and his parents toured the Astrodome and visited Hermann Park Zoo. He is the son of **V. V. McGee** of Port Arthur Appliance Repair.

(Continued from page 31)

Dianne graduated with honors which included the Bell Telephone Science Award for outstanding achievement in science, and a gold medal for the highest average in advanced math.

Miss Beatty was also honored with an award for her contribution in teaching religion for the past two years in the Confraternity of Christine Doctrine.

Dianne has completed the requirements for acceptance to the



Norbert Beatty is especially pleased as she is herself a graduate of the Lady of the Lake School of Nursing.

Norbert Beatty, the handsome young brother of Dianne, will enter the third grade at St. Anthony School. Norbert was

Lady of the Lake Hospital School of Nursing and will enter classes in September.

Mrs. Beatty

is especially

pleased as she

is herself a graduate of the Lady of the Lake School of Nursing.

Norbert Beatty, the handsome young brother of Dianne, will enter the third grade at St. Anthony School. Norbert was

chosen the Most Athletic of his class.

The father of these young people is employed at Louisiana Station.

—By Joyce Rachal



LITTLE 10-year-old **Kathy Kearney**, daughter of **Ray Kearney**, division engineer in Port Arthur, got the surprise of her life the other night when she received a totally unexpected telephone call from Hollywood, California. She couldn't believe her ears when **Paul Petersen**, (Kathy's a devoted member of his fan club) began talking to her. Paul is a young star and singer who plays the role of Donna Reed's son on the well-known television show. It will be some time before the Kearney household returns to normal!

—By Jo Anne Landry



HAPPY BIRTHDAY. **R. J. Robertson**, production manager, Beaumont, happily displays the birthday cake given him by the Production Department on June 10. Helping serve coffee and cake to the department were **Naomi Haynes**, secretary to Mr. Robertson, **Dora Brockett**, stenographer and **Frances Poulson**, summer employee and daughter of **Anders Poulson**, Texas divisions safety representative.

NAVASOTA

ARTIE LEE BLAIR, formerly home service advisor, Navasota Division, and **Kenneth McDougald** of Iola were married June 12, at Iola Baptist Church. **Roseann Pry**, departmental clerk, Engineering Department, was maid of honor.

CAPTAIN ROBERT P. CARROLL graduated from University of Arizona May 26 with a B.S. in Business Administration with a major in production management under the U. S. Air Force Operation "Bootstrap" Program.

Presently being transferred from Davis-Monthan Air Force Base at Tucson, Arizona, to Mountain Home Air Force Base, Idaho, to become chief, data services and statistics branch, office of the comptroller, 9th Strategic Aerospace Wing.

Pat is the son of **W. P. Carroll**, local superintendent at Madison.



NEW ASTRO. **Bill**, son of Mr. and Mrs. **D. O. Gipson**, he's control room foreman at Roy S. Nelson Station, was the finalist in his age group in the Astros baseball contest from Lake Charles. This won him a trip to Houston as well as an Astros baseball uniform. In Houston he won third place in competition with 32 other finalists. The contest consisted of an accuracy throw event, a distance throw event and a timed base running event.



RECEIVE AWARDS. American Legion baseball players receiving trophies from the Jennings American Legion post were **Mickey Istre**, left, who received a sportsmanship trophy, and **Dwain Istre**, who was awarded the highest batting average trophy. **Dickie Reed**, not shown, received the sportsman trophy. **Dwain** is the son of **Stanford Istre**, serviceman in Jennings. (Photo courtesy of the Jennings Daily News.)

ville, and the father of four children, Bobbie, Dianne, Julie and Phillip.

CLEVELAND

RICHARD EARL DINKINS, son of Mr. and Mrs. T. J. Dinkins, he's an engineering assistant, Cleveland, has been selected as one of 98 Opportunity Award Scholarship winners for the 1965-66 school year at Texas A&M.

Scholarships ranging from \$200 to \$400 per year for one to four years are awarded on the basis of the student's academic record in high school, his scores on two college entrance examination board tests, initiative, leadership and other traits of good character, and his need for financial assistance.

Funds for the scholarships are provided through the Association of Former Students of Texas



BRIDE'S GIFTS. Artie Blair McDougal, former home service advisor, Navasota Division, receives some help in opening this package containing a Samsonite table and chairs from Connie Winborn, supervisor of residential sales. The gifts were given to her by Navasota Gulf Staters when she left the Company following her marriage. She now makes her home in Iola.

A&M, the University Development Fund and by interested citizens and organizations.

NELSON STATION

BILL GIPSON, son of Mr. and Mrs. D. O. Gipson, Nelson Station, was named winner of the Astros Boys Baseball Contest in the Lake Charles area. This award was given to Bill for having demonstrated outstanding ability in physical fitness, baseball skills, and sportsmanship by successfully completing all the requirements of the Astros Boys Baseball contest.

As a recipient of this award, Bill was eligible for the finals in Houston at the Astrodome on the weekend of June 26. Bill's entire family was flown to Houston for the weekend and spent it at the Shamrock Hotel. They were taken on a tour of the Astrodome and dined out free of charge.



BOSS ON THE MOVE. Mr. and Mrs. H. C. LeVois were given a "going away" party upon Mr. LeVois' transfer to Lake Charles as division manager. The Navasota employees gave their former division manager some fishing equipment so he can enjoy our wonderful Gulf Coast fishing.

In Houston, Bill finished third in a field of 33 finalists which had been selected from 50,000 boys from Texas, Louisiana and New Mexico who participated in the local contests. He was presented his third place medal in ceremonies before game time in the Astrodome on June 26 by Bob Smith, chairman of the board of the Houston Astros.

Bill, pitcher and catcher, plays for Gibson's Discount in Lake Charles Southside Little League. On June 14, he pitched a one hitter and won the game four to one. This victory gave Gibson's the league championship for the first half of the season. Gibson's record is seven wins and one loss.

Bill has pitched two no-hitters, two one-hitters and a four-hitter. All of his games have been shut-outs except the last one when an unearned run was scored. He has also hit four home runs.

There are some new faces around Nelson Station these
(Continued on next page)



HONOR STUDENT. Anita Goodman, 14-year-old student at Blanchette Junior High School in Beaumont, was promoted as the highest ranking student in her class with a 2.6 average. Anita was a member of the Choral Club and also sings in the choir at St. John's Baptist Church. She is the daughter of Will Goodman, an employee at Neches Station.

(Continued from page 33)

days. **James M. Hale**, electrical department, and **James M. Myers**, mechanical department, have been transferred from Riverside Station.

Also coming from Riverside are **Henry Guire** and **Leroy Winbush**.

Willard T. Booty, a teacher at Westlake High School, is a summer employee in the Test Section.

Louis E. Stough, master test technician, spent a week's vacation fishing off his big Boston Whaler. He brought home such catches as four pound speckled trout and a large number of three pounders.

Mr. and Mrs. D. R. Blanchard and children visited with friends, Mr. and Mrs. Dave Pettit in Lincoln, Nebraska. The Pettits were once residents of Westlake. During their four day stay in Lincoln, the Blanchards visited the state capitol building, saw the governor's mansion, went through the Elephant Museum, Pioneer State Park and visited the Lincoln Airbase. On the way home they visited Turner Falls, Frontier Land and Old Abeline. They traveled through Arkansas, Missouri, Kansas, Nebraska, Oklahoma, Texas and Louisiana.

Mr. and Mrs. George Brill have always enjoyed travelling. However, in the past they have traveled highways, but now its waterways. But none can blame them—with their new 17 foot, blue and white, Seaflite Seville Cruiser.

—By Dora Ann Johnson

JENNINGS

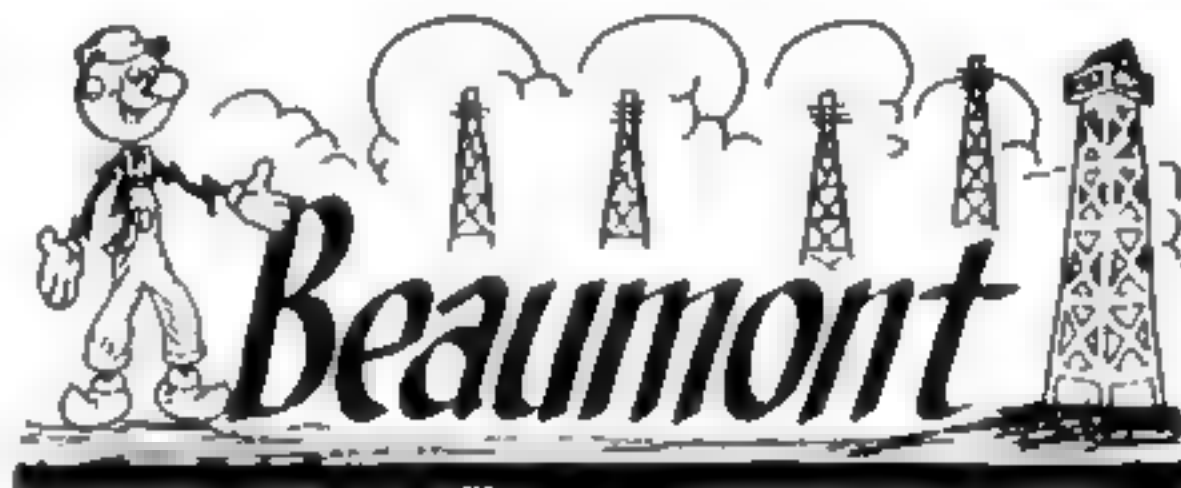
MARY ANN GAUTHIER, local office clerk and PLAIN TALKS reporter in the Jennings District Office, was recently featured in a series of articles in the Jennings Daily

News on local professional and business women.

Mary is the wife of J. C. Gauthier, chief of the Jennings Police Department. The article cited her for her church, civic work and the encouragement she gives to her husband in his job. The Gauthiers are members of Our Lady Help of Christians Catholic Church, where Mary is a member of the Ladies Altar Society and teaches a catechism class.

Chief and Mr. Gauthier have one son, Edward, who is a student at University of Southwestern Louisiana at Lafayette. Edward plans to enter a seminary and study for the priesthood.

Mary has been with our Company for 16 years. She was first employed as a cashier in the Jennings office.



GERTRUDE PEDDY, departmental clerk, Beaumont T&D-Substation, recently took a very interesting vacation. She

and her sister, Mrs. H. Dick Jepson, left Beaumont on May 27 for Shreveport, where she saw her granddaughter, Mrs. Cheryl Mudd Simmons, graduate from Byrd High School in a class of 754.

From there they went to Jackson, Miss., and up the Natchez Trace to Tupelo, Miss. They then traveled to Chattanooga to see Lookout Mountain and on to Gatlinberg, Tenn., and through the Great Smoky Mountain-Blue Ridge Parkway to see the Biltmore House and Gardens. The Biltmore is the home of the Vanderbilts.

From there they went to Lexington, Va. and through the Shenandoah Valley. From there they took the Skyline Drive to Luray Caverns. In Annapolis they saw her grandson, W. Joe Demo, Jr., graduate on June 8 from St. John College Military High School. While in Annapolis, they attended a dress parade at the U. S. Naval Academy.

They also visited Williamsburg, Jamestown and Atlanta. After visiting all of these interesting places, they came back through



MR. JOHNSON'S RETIREMENT PARTY. On May 14, employees and wives of the Lake Charles Division honored F. F. Johnson, vice president, division manager and a director, with a retirement party. Approximately 250 people from over the system attended. Mr. Johnson was presented a mahogany desk and chair and Mrs. Johnson was presented with a check for some lamps of her choice. Ed Hodges and Malcolm Williams acted as masters-of-ceremony at the barbecue and fish supper.

New Orleans and visited Mrs. Peddy's niece.

Lester Jackson, substation foreman, received the "Yard of the Month" award from the Country Lane Estates Garden Club during June. Mr. Jackson received a plaque that was on display on his lawn all of June.

Lois and Vanda Hebert, wife and daughter of **J. W. Hebert**, Beaumont Meter, left on May 31 for France to visit their son, **Rodney**. While there, they toured Europe. They returned home on June 21.

We have several new faces around the Service Center these days. **Gwen Christian** has replaced Yvonne Helffrich in the Engineering Department. **J. W. Flanigan** was promoted and transferred from Building Services at the Main Office to meter foreman. **C. P. Jordan** was transferred from Orange as a line foreman and was promoted to assistant general line foreman in Beaumont.

E. O. "Dutch" Fischer, shop foreman, Beaumont Garage, is on a month vacation getting in practice for his retirement on August 1.

G. A. Hickman, T&D Engineering, and his family spent their vacation camping out. They went to Lake Whitney, Cleburne State Park and Lake, Six Flags, Lake Palestine, Inks Lake and Sonora Caverns. They also spent a night in Kerrville and visited San Antonio where they saw the Alamo and Brackenridge Park Zoo.

N. E. Morrison, assistant scout master troupe 281, Eugene Field School, spent a week of his vacation at Camp Urland with his twenty scouts. Norman said **David Pate**, Woodville line foreman, was also there with his scouts. Norman also spent a week at the beach working on his cabin and fishing.

P. L. Davis, T&D-Engineering, joined the Pioneers Convention from Southwestern Bell Tele-

phone Company and went to McAllen and across the border into Mexico at Reynosa. They traveled by chartered bus and did a lot of sightseeing, shopping and eating. Preston said it was a very enjoyable trip. They were entertained at a banquet in Reynosa where they feasted on such delicacies as quail and venison filets. There were about 1000 attending the convention, 65 of them from Beaumont. Preston's wife is employed by Southwestern Bell.

—By Dorothy Gaus

VIC FAVER, division accounting supervisor, Beaumont, was quite upset recently because he had to have a tonsillectomy. Prior to his going to the hospital, he had a birthday and his employees presented him with a book entitled "How to Enjoy Your Operation". When he returned to work, Mr. Faver reported that it really worked.

Customer Accounting employees are in full swing of vacations now. **Kay Hare** and her husband, Tommy, vacationed at the beach. **Jo Sterling** and her husband, Jim, and their children moved into their new home at 1530 Terrell.

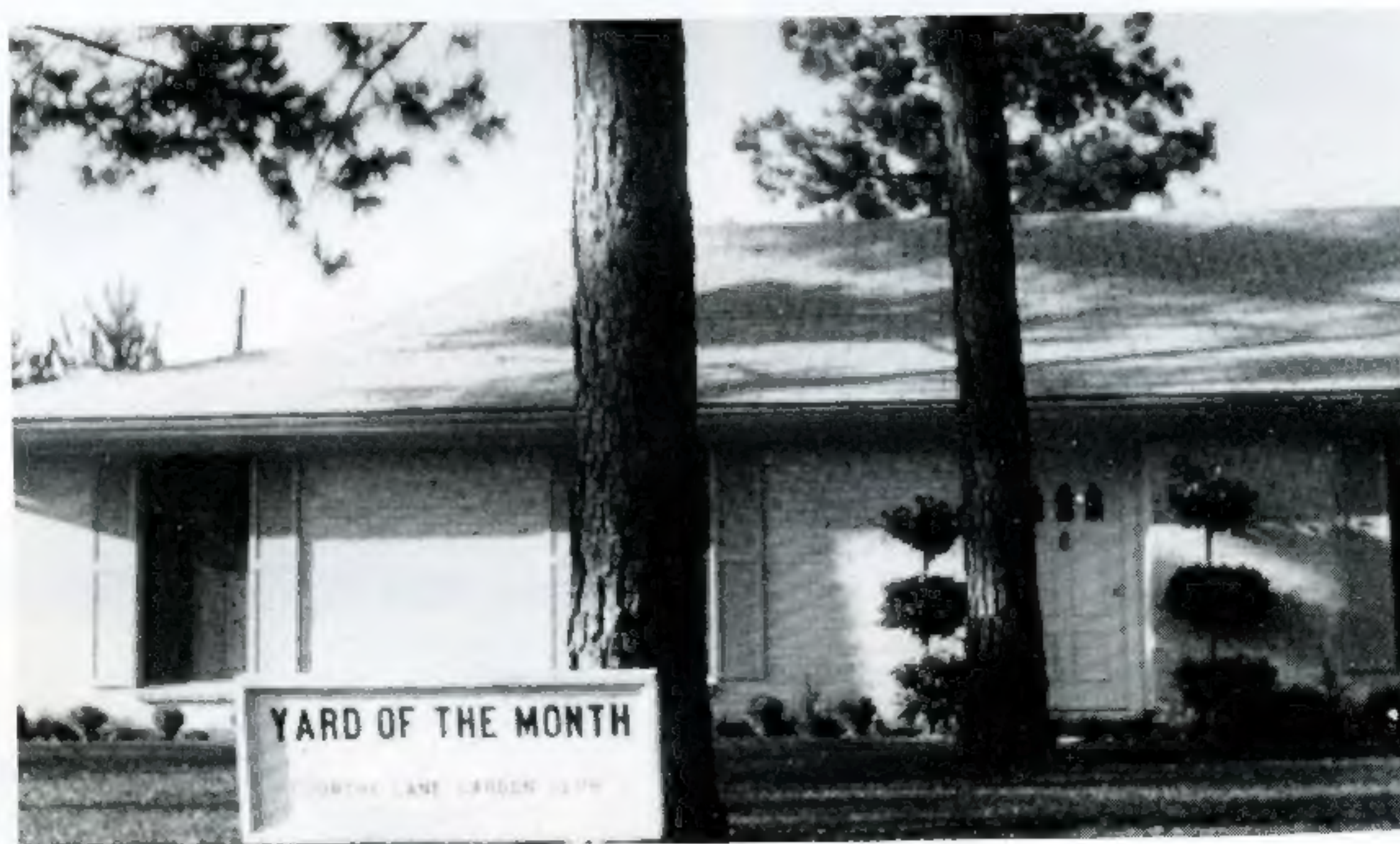
Dorothy Fontana and her husband, James, visited relatives in Arkansas and Oklahoma. **Betty Clark** vacationed in Galveston.

Elaine Kennedy recently moved into the Longfellow Apartments. She says she is really enjoying those early morning swims.

—By Betty Clark



RETIREMENT PARTY. F. M. Peveto, line foreman in the Port Arthur T&D, was honored by Port Arthur Gulf Staters with a retirement party on June 29. Mr. Peveto has been an employee of our Company since 1925. He retired July 1.



A PRETTY YARD. This "Yard of the Month" sign was on display on the lawn of Lester Jackson, substation foreman, Beaumont, for the entire month of June. It was presented by the Country Lane Estates Garden Club to Lester for having one of the nicest yards in the addition which is located in Hardin County north of Beaumont.



LIVE WIRES CLUB PICNIC. Beaumont Gulf Staters enjoyed an afternoon of games, visiting and good food as the Live Wires Club held its annual picnic at the club grounds at Silsbee on June 5. Barbecue and all the trimmings were served to more than 400. Among those helping to make this event a success were Gerald Dean, general chairman, and Sheldon Fruge, assistant chairman. Bill Buckley was in charge of the fishing rodeo. Charles Lopez was in charge of the publicity with Peggy Stout assisting. Perry Blanchette was in charge of the parking

lot. Jeff Purdon was in charge of grounds. Music for the afternoon was provided by Brooks Bishop. A. C. Faggard provided entertainment as "Bobo the Clown" and made arrangement for horsecart rides for the kids. Wilton Decuir was in charge of the cold drink stand. Frank Peel was in charge of the barbecuing and Muriel Hayes headed up the serving line. Winners in the children's fishing rodeo were: Alan Chick, son of Gene Chick, Rates; Becky Peters, daughter of Robert Peters, Engineering; and Dennis Wright, son of Walter Wright, Advertising.



GSU ADVERTISING WINS NATIONAL AWARDS. Howard Fussell, writer, Advertising, Mrs. Thelma Carson, home service advisor, Beaumont, and Jack Shofner, artist, Advertising, display the awards won by our Company's advertising at last month's annual Public Utilities Advertising Association convention at Atlantic City. Herschel Campbell,

artist, Advertising, did the artwork and Mr. Fussell handled copy on the "You and Your Job" personnel brochure that won first place. Mrs. Carson designed the booth at the Southeast Texas Fair last fall that won a second place and Mr. Shofner did the artwork on the June, 1964, window display that took a second award.

Our Prize Winning Advertising Continues to Win

OUR Company's advertising has again placed high in the Public Utilities Advertising Association's annual Better Copy Contest, the world's oldest continuous advertising competition. The 43rd annual PUAA convention, at which the awards were presented, was held at Atlantic City last month.

Our Company's entry in company publications for employees won a first award among firms the size of GSU. A second award was won by the Company's fair booth at last fall's South Texas State Fair in Beaumont. The booth was designed by Mrs. Thelma Carson, home service advisor and kitchen design specialist, Beaumont, in cooperation with the Adver-

tising Department and was constructed by Richard Smith, of Smith Display Service.

Another second award was one for our Company's window display of June, 1964.

Our Company's first place award, for the "You And Your Job" brochure, was done by the Advertising Department for the Personnel Department. The 36-page booklet describes many facets of GSU, including management, how kilowatts are generated and delivered, sales promotion, service awards, rural electrification, company growth, safety, insurance, thrift plan, rates and service area map.

The cover depicts a routine day of work around the two-state GSU sys-

tem, including scenes of a power plant, line crew, office, meter reader, residential salesman and our new data processing center.

The 1965 awards marked the seventh consecutive year that our Company's advertising entries have captured national awards. The contest is actually international in scope, encompassing electric, gas, telephone, water and pipe line companies throughout the United States and Canada.

Jim Turner, supervisor of advertising, Beaumont, attended the Atlantic City PUAA convention and accepted our Company's three awards from Donald T. Spangenberg, chairman of the contest and a vice president of Public Service Company of Colorado.

AFTER FIVE DAYS RETURN TO

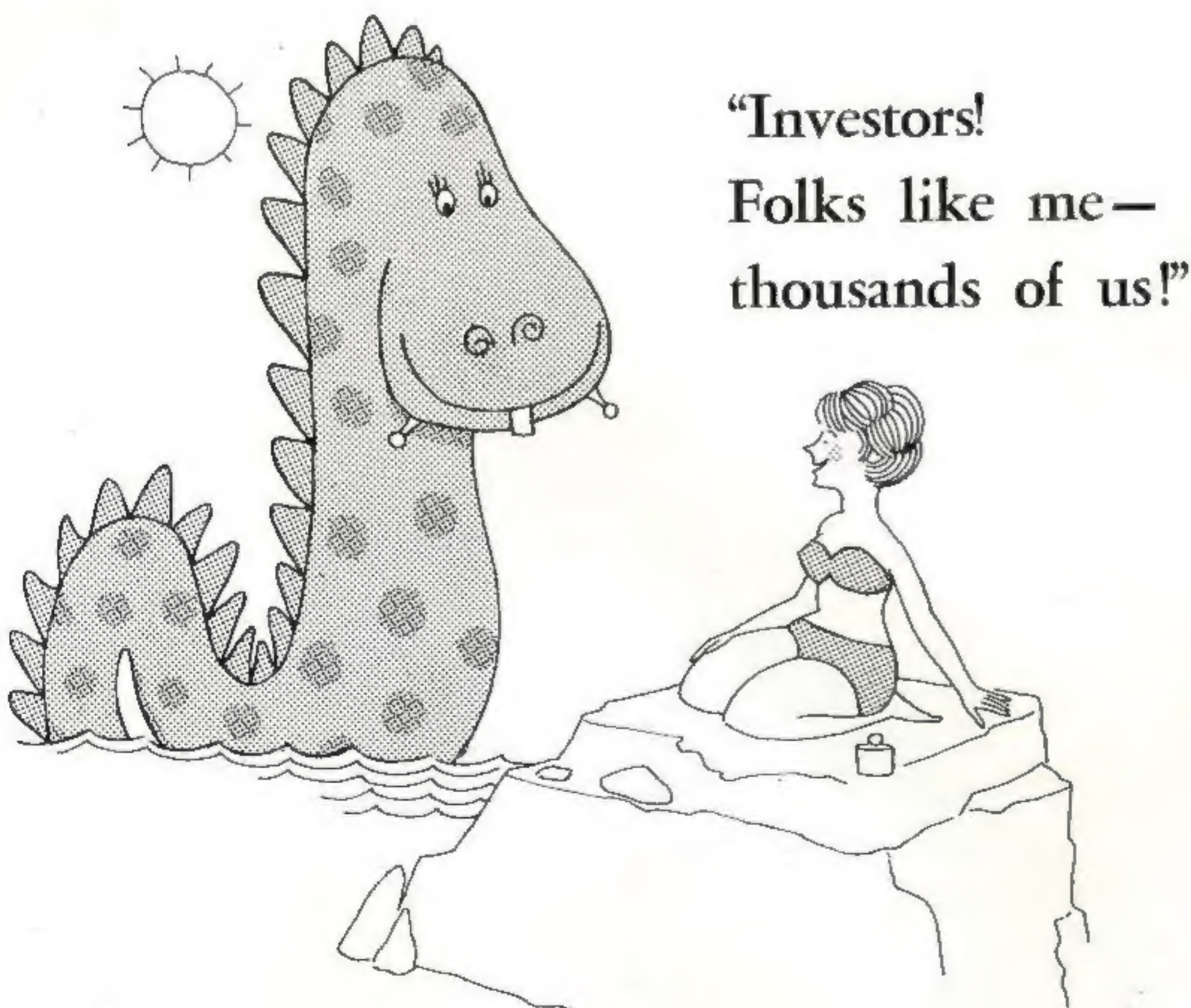
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Folks like me—
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PEOPLE own Gulf States Utilities Company . . . people like you and your neighbors and your friends, who invest their savings in our Company.

We are one of more than 300 investor-owned electric companies throughout the country who serve our customers well because we are people-owned and people-managed.

More people benefit more ways when electric power is produced and distributed in this traditional American business way. And our electric service will continue to be the best there is, anywhere, anytime!